

news, views and updates from Signbox



Office Angel - a stirring job

London's newest office complex is a landmark building on the corner of Islington's busy Pentonville Road and St. Johns Street.

Recently transformed from its neglected state by Derwent London and subsequently nominated for the RIBA Stirling Prize for architectural excellence, the ultra modern space is set to house a number of prominent commercial tenants including [Cancer Research UK](#).

Signbox designed, manufactured and installed the initial 'base' signage for the Angel Building and has since been nominated to complete the interior signage for Cancer Research UK.

Working in collaboration with HLW International and the Conran Design Group, Signbox implemented a tailor-made package for the charity complete with a series of unique acrylic LED illuminated light boxes.

Plans to create similar bespoke signage and manifestation package are underway for the building's newest tenants to be announced later this year.

Click [here](#) to view the full story.



Posters just got really Smart

Enlighten is a revolutionary NFC (near field communication) smart poster system created by Signbox complete with a campaign management platform called Enlighten Me.

Enlighten Me is the intelligence behind the Enlighten smart poster, which uses NFC technology (radio waves over short distances) to connect smart posters with smartphones and download everything from the tiny NFC tag in the poster in a single swipe.

Enlighten Me will immediately provide comprehensive reports on when and where your customers have engaged with the campaigns you have created. Turn any NFC tag into a voucher incentive campaign or URL to divert users to your YouTube videos, Twitter or Facebook pages.

Simply use Enlighten Me to build a customised mobile landing page complete with logo, images, videos and a form to capture user details. With 45% of internet users now accessing the internet via their mobile phone there has never been a better time for your business to go mobile.

Tap into something new and visit www.smartposter.co today.



Signbox enlighten Johnson and Johnson

Signbox has completed an installation of the new Enlighten Smart Poster for pharmaceutical company, Johnson and Johnson. A collection of 11 illuminated and non-illuminated A3 smart posters provide a technical solution for the company's Healthy Future scheme.

The posters feature in the Company's High Wycombe Consumer Healthcare site, and allow staff and visitors to download information on the initiative programmed into the poster's NFC (Near Field Communication) tag.

The posters not only provide a platform for engagement, but they also facilitate the company's pursuit of a more sustainable future. Enlighten's ultra-low LED light sheet illuminates with great efficiency and qualifies for ECA (Enhanced Capital Allowances) while also eliminating the need for printed collateral.

Mark Bartlett, Managing Director of Signbox, comments: "Enlighten works on many levels to aid the company's objective of a more sustainable future and was the obvious choice over high-powered digital signage."

Click [here](#) to view the full story.

architectural sign solutions

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