



## BOXPARK

### OVERVIEW

Boxpark is the world's first pop-up mall – fusing the concepts of modern street food and placing local and global brands side by side to create a unique shopping and dining destination.

Currently operating three sites across London at Croydon, Shoreditch and Wembley Park, as well as securing investment for a further ten locations, Boxpark continues to be innovative in its approach to dining and retail; remaining dedicated to working with aspiring and established talent from across the country to deliver unforgettable events.

Boxpark use embed to run over 30 end points across the locations. A combination of multi output players, LED walls, high bright street facing and internal screens are all used at key points

throughout each location to inform and communicate with their audience with ease.

Boxpark heavily use the conditional play functionality and scheduling tools to schedule campaigns and content to appear at specific times ensuring messaging is delivered exactly when it's needed.

***“embed has transformed our workflow and enabled us to be so much more efficient”***

Matthew Carter,  
Head of Digital & Technology, Boxpark

### QUICK FACTS

**Period:**  
2018 - ongoing

**Location:**  
UK

**Industry:**  
Leisure, QSR, Retail

**Platforms:**  
Samsung SSP  
macOS  
Windows

**Key embed features:**  
Conditional Play  
Channel Sync  
Schedules





*“embed has become one of our favourite pieces of software and we rely on it as an essential part of our communication strategy across all sites. During the COVID-19 pandemic, we’ve switched to mobile ordering for our bars as well as launching our new loyalty card and have heavily relied on embed to communicate these major changes. It’s given us so much flexibility when choosing hardware to ensure our messages get seen at our locations. The scheduling and conditional play features have been incredible for our business, allowing us to plan ahead and be quite creative with our content.”*

Matthew Carter, Head of Digital & Technology, Boxpark

## ABOUT EMBED

Embed Signage (**embed**) is digital signage software beyond the realms of standard. It's packed with incredible scheduling, a beautiful visual builder, custom user roles, content apps/widgets, plugins, analytics and so much more. It is compatible with a wide range of device platforms including BrightSign, Samsung Smart Signage Platform, LG WebOS for Signage, ChromeOS, Windows, ONELAN, macOS, iOS and Android.

**embed** is sold through a global network of resellers to thousands of users worldwide, delivering digital signage projects across multiple industries.

For more information about using or reselling **embed** visit: [embedsignage.com](https://embedsignage.com)