

## Press Release

*Graz, 17. October 2023*

### **ORIENT Wholesale Market Opens for the First Time with LED**

**A 43m<sup>2</sup> LED ticker, 21m<sup>2</sup> LED wall and a 350° covered LED column: Digital Signage is a big priority at the new ORIENT wholesale store. At the grand opening on 17.10.23 in Vienna Liesing, the Mayor of Vienna, Michael Ludwig (SPÖ), was a guest along with other celebrities.**

The Vienna Wholesale Markets in the 23rd district supply around 70% of Vienna's population with food. For its new Cash & Carry wholesale store on the premises of the Vienna wholesale market, Orient Marketingservice Ges.m.b.H. relies on Digital Signage with easescreen for self and product advertising.

The installation is an eye-catcher due to its shape and length and was installed by Pichler Medientechnik. The ticker has over 16,000 pixels in width, yet with the easescreen editor it is possible to create content for such high resolutions with drag & drop. Enes Bakan, who is responsible for the project, says: "We are thrilled with the new installation and see a lot of positive response from customers. Digital Signage with easescreen is fuss-free, and I recommend it to everyone." He hopes to inspire other wholesale and grocery store owners to be more active in their marketing.

ORIENT has been shaping the Austrian import market since 1984. After the Chernobyl disaster, the import market for Turkish tea collapsed due to new guidelines, which is why the founder of ORIENT, Ayhan Bakan, started imported Ceylon tea from Indonesia under his own brand "Karadeniz". This was followed by other now established tea brands as well as the popular proprietary brand "ECE". ORIENT is also an important import partner for brands such as GAZI, known for its dairy products.

Since marketing is necessary for the establishment of new brands, the Ayhan family decided to install a large-scale synchronous LED installation in the front area of the new wholesale store, promoting not only imported products, but also, for example, Austrian brands such as Red Bull. Behind the LED installation are 3 controllers from Novastar as well as 3 D612 players from Giada, the LED hardware comes from the Turkish supplier LEDECA.