

REIQ Journal

Going up? Property trusts improve tenant amenity with digital screens in lifts and lobbies



Australia's leading property trusts are installing high-definition digital LCD screens in the elevators and lobby areas of their flagship buildings as part of an industry trend to modernise commercial properties with technology innovation.

Inlink Media delivers these innovative elevator information technologies, with a network that currently extends across 100 commercial properties nationally, but is on track to include 200 properties by the end of 2007. Two recent deals will see 34 commercial office towers in Sydney, Melbourne, Brisbane and Perth fitted with the technology.

Managing Director of Inlink, Oliver Roydhouse said first impressions count and elevators and lobby waiting areas are highly visible parts of a building.

"The screens help modernise and enhance the appearance of buildings. They are an important part of any tenant attraction and retention strategy."

Inlink broadcasts a range of content on the screens including building information, news, weather and advertisements geared towards the business professional market.

Research conducted by Roy Morgan on behalf of Inlink found the screens to be very well received by commercial tenants. Sixty four per cent of respondents said they found the screens informative and a further 39 per cent said it increased their perception of the building.