DICExp will design, integrate and manufacture equipment for you to create an engaging, impactful experience for you and your consumer.

**MISSION**

DICExp creates content-rich, emotionally compelling, and experiential spaces for a wide range of environments. Helping people find their way, communicate important information, and create unique moment of impact in virtually any environment that communicate with users.

**What**

You name it we will develop it, from digital wayfinding signage, multimedia installations, user interfaces, in any environment. We strive to enrich the lives of people wherever they work, play, learn, shop, travel, or gather.

**HOW**

We plan, design, and build a diverse range of visual communication and information systems, to improve the human experience. Dedicated to a collaborative design process that puts user needs first. We work with your ideas to shape a unique user experience that orients, informs, educates and captivates.

**WHY/Primary Benefits**

* Improved customer experience
* Improved Branding/recall
* Sales Lift
* Cost savings/efficiency
* Ad revenue/ROI
* Differentiator from competition
* Reduce perceived wait times
* Internal communication
* Generate inquiries
* Safety/security
* Better compliance/display control
* Responsiveness
* Public information (i.e. Amber Alerts)

**WHERE**

Shopping Malls, entertainment and hospitality destinations and other environments are using the tools and story-telling approaches to create more engaging, emotionally compelling and impactful interactions with their customers, guests and users.

**WHO/Markets**

* Architectural
* Corporate
* Education
* Entertainment
* Exhibition
* Government
* Healthcare
* Hospitality
* Residential
* Retail
* Sports
* Tourism
* Transportation
* Urban
* Visitor Centers
* Workplace

**WITH/preliminary opportunities**

* WEM
* AB Athletics
* Kennedy Architecture
* EIA
* Northlands
* Primaris
* A&W
* City of Edmonton
* Etc.…

**Marketing**

* Marketing Plan- started
* Logo/Brand - done
* Business cards
* Cut sheets
* Infographic
* Website
* Linkedin company page – need email address
* DICExp Presentation