

SM City Zamboanga

SM City Zamboanga Lights Up the Largest Island in the Southern Philippines with Record-Scale LED Signage

BRIEF PROFILE

Place: Mindanao, Philippines

Industry: Retail

Solution:

- SMP-2200 × 3
- Robustie Solution

SM City Zamboanga opened its doors on March 20, 2026 as the 90th SM Supermalls branch in the Philippines, bringing Zamboanga City its most ambitious retail destination to date. Central to the grand opening experience was a landmark digital signage network, built and deployed by Mediacast Digital Group, that set a new benchmark for large-scale LED installations across Mindanao. Powered by CAYIN Technology's SMP-2200 media players, the deployment connects every LED display across the property into a single, centrally managed network, giving the SM Supermalls marketing team complete control of the mall's visual identity from their office in Manila.



SM City Zamboanga illuminated at dusk — the curved outdoor LED wall and building-wide light installations create a landmark presence visible across the city, anchored by CAYIN's centrally managed signage network.

Mediacast Digital Group unifies a landmark multi-display network across SM City Zamboanga's exterior facade, retail floors, and scenic elevator with three CAYIN SMP-2200 players, delivering seamless remote content management from Manila to Mindanao.

Where Every Screen Tells the Same Story

SM City Zamboanga was designed from the ground up to be more than a shopping destination. It was built to be an experience. Every surface, every corridor, and every transition between floors was conceived as an opportunity to engage visitors and reinforce the mall's identity as the premier retail landmark in the region. Digital signage was not an afterthought. It was woven into the architecture itself.

The installation spans three display environments that together cover the full customer journey, from the moment shoppers approach the building to the moment they step off the elevator onto the retail floor. A large-scale curved outdoor LED wall commands the building's exterior facade, capturing attention from the surrounding streetscape and establishing SM City Zamboanga's visual presence in the city. Inside, five indoor LED walls positioned along key corridors keep shoppers immersed in brand and promotional content as they move through the mall. The scenic elevator, encased in a full-height LED curtain, transforms what would otherwise be a routine transit moment into a visual highlight, with immersive nature-inspired animations cascading across the display from floor to ceiling.

One Network. Seven Displays. Total Control.

Behind this seamless visual experience is a lean and powerful infrastructure: three CAYIN SMP-2200 media players connecting and driving seven LED displays across the entire property. Rather than relying on fragmented systems for different screens, the SMP-2200 brings all display environments under a single, unified content management platform. The result is a network where every screen operates in harmony, every campaign publishes instantly, and every update reaches the right display at exactly the right time.

This unified approach eliminates content silos and operational bottlenecks. Whether publishing a new tenant advertisement to the indoor walls, updating the outdoor facade for a weekend campaign, or refreshing the elevator content for a festive season, the marketing team manages it all from a single interface with no on-site presence required.

Manila to the Largest Island in the Southern Philippines, in Real Time

For SM Supermalls, the geographic reality of managing a new mall in Zamboanga City from a headquarters in Manila presented a clear operational challenge. In a fast-moving retail environment, slow content updates mean missed promotional windows, outdated tenant campaigns, and a diminished shopper experience. The ability to respond quickly, publish accurately, and maintain brand consistency across every screen is not a convenience. It is a competitive requirement.

CAYIN's remote content management capability addressed this directly. From the day the mall opened, the SM Supermalls marketing team has been able to schedule, update, and push content to every display in real time without ever needing to dispatch anyone to the site. Campaigns that once required physical coordination can now go live within minutes. Tenant advertisements can be swapped on the same day. Seasonal content can be scheduled weeks in advance and activated automatically. The distance between Manila and Zamboanga, in operational terms, no longer exists.

Screens That Do More Than Advertise

SM City Zamboanga's digital signage network delivers measurable value across three dimensions: commercial performance, tenant support, and visitor experience. On the commercial side, the ability to run multiple advertiser campaigns simultaneously across strategically placed screens increases the mall's revenue-generating capacity while giving advertisers reliable, high-visibility placements in a premium retail environment.

For tenants, the digital network provides a channel to reach shoppers with targeted, timely content at exactly the point where purchase decisions are made. New product launches, flash promotions, and seasonal offers can be

communicated with immediacy and impact that static signage cannot match. The outdoor LED wall extends this reach beyond the mall itself, capturing audiences in the surrounding area before they even step inside.

The scenic elevator LED curtain adds a dimension that goes beyond advertising altogether. By filling the full height of the elevator shaft with immersive nature imagery, cascading waterfall animations, and locally inspired visual content, it transforms an everyday functional moment into a memorable brand experience. Visitors pause. They photograph. They share. In an era where the physical retail experience competes with digital convenience, this kind of moment is not decorative. It is strategic.

A Partnership Built for Scale

"Mediacast Digital Group delivered a well-executed digital signage solution for SM City Zamboanga. The installation helped elevate the overall mall experience and gave us a more modern and dynamic way to engage visitors and tenants. The team was responsive and professional throughout the project."

Mediacast Digital Group, established in 2009, is one of the Philippines' leading specialists in customized digital display solutions for commercial and retail environments. With a portfolio spanning large-format LED walls, interactive kiosks, and integrated digital signage networks, Mediacast brings both technical depth and retail industry expertise to every deployment. Their work at SM City Zamboanga is their most expansive installation to date, and a demonstration of what is possible when the right hardware, the right integrator, and the right client vision come together.

Trusted Across 100 Countries. Built for What Comes Next

CAYIN Technology has been a trusted partner for digital signage deployments across retail, hospitality, transportation, healthcare, and corporate environments since 2004. With hardware and software solutions deployed in more than 100 countries, CAYIN combines the reliability that long-term commercial environments demand with the flexibility that modern content strategies require. From a single screen to a network of thousands, CAYIN ensures every display performs with consistency, every day.

