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A pioneer project, with a 100% Portuguese patent

Sonae Sierra installs innovative GUIO[®] system for the visually impaired

- GUIO[®] system developed exclusively for Sonae Sierra
- New service available at Centro Colombo and NorteShopping

Sonae Sierra, the international shopping centre specialist, has just made available an innovative support system for visually impaired visitors during their visits to Centro Colombo and NorteShopping. It's called GUIO[®], a technological solution for the guidance and information of the visually impaired which will guide our clients with visual limitations in these venues.

The GUIO[®] system makes available audio information through a small portable unit called "BeepMóvel", a device that facilitates user orientation, providing useful information such as the location of stairs, lifts, WCs, entry doors, Information Counter, public telephones, etc, also referring some of the shops in the vicinity, thus helping the user to access all areas of the shopping centre.

The GUIO[®] system was developed and manufactured by Moniz Dias company, on request and in cooperation with Sonae Sierra. Its patent is 100% Portuguese and its technological features make it a unique and innovative system worldwide.

For José Faias, Sonae Sierra's coordinator of the GUIO[®] project: "this innovative system is a part of the company's Corporate Responsibility Policy, and of our intention of having Centres accessible to people with any kind of limitation, thus contributing to a more inclusive society". And he argues: "the commitment to innovation is in our DNA, and has led the Company to earn an international reputation for the development of innovative products and solutions".

According to Carlos Lopes, president of the National Board of ACAPO, "this is a system that can help the visually impaired in their visits to shopping centres while contributing for the promotion of a more inclusive society". He adds: "ACAPO was actively involved from the first moment, being present in the different stages of development of the project, so as to ensure that this is a

solution that meets the needs of the visually impaired that visit Shopping Centres".

Pilot project in NorteShopping and Centro Colombo

In the first stage of implementation in Sonae Sierra's shopping centres, GUIO® is available at NorteShopping and Centro Colombo.

Each centre has 6 "BeepMóveis" available at the Information Counter for the visually impaired, who only need to request the device. The "BeepMóvel" makes a brief audio presentation of the Centre, the number of shops and available services and accesses, and guides the visually impaired visitor according to the cardinal points, also making available an emergency number, among other very useful information.

The "BeepMóvel" is an extremely functional device, small and user-friendly, and it complements the information already available through tactile buttons. It also has an emergency number, in Braille, to request the Centre's support.

Its functioning is ensured by several fixed units installed in strategic locations throughout the Centre, which are activated when the portable units (BeepMóvel) enter their area of intervention, automatically establishing a connection with the device, and enabling the provision of useful information regarding the area where the user is located.

Recent surveys show that approximately 1% of the Portuguese population is visually impaired, estimated of about 163 thousand people. With the GUIO® system, Sonae Sierra wants to these people quality of life, facilitating the mobility and autonomy of our visually impaired clients, who honour us with their visit to our shopping centres.

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping centre industry. The Company owns 49 Shopping Centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil. Sonae Sierra is also providing services to third parties in Cyprus, Serbia, Morocco and Colombia. Currently, the Company has 3 projects under construction and 7 new projects in different phases of completion in Portugal, Italy, Germany, Greece, Romania and Brazil. Sonae Sierra manages a total gross lettable area (GLA) of about 2.2 million m² with more than 8,900 tenants. In 2010, the company welcomed more than 442 million visits in its shopping centres.

About ACAPO

ACAPO - an association of the visually impaired in Portugal - is a Non-Governmental Institution that represents Portuguese citizens with visual impairments. It currently has, besides its headquarters in Lisbon, 13 other delegations spread through the continent and the islands, with specialized technician, able to

respond to the effective needs of the visually impaired, their families and surrounding communities. This year, the association saw its quality management system, in the domain of the national and international representation of the interests of the visually impaired, certified by the Portuguese Certification Association (APCER), according to the ISO 9001:2008 standard.