



In Focus

Leading footwear retailer uses immersive AV to enhance the customer experience

Believe in Excellence

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One of the UK's leading footwear manufacturers with over 4.6 million customers in the UK and overseas, provides and retails feel-good comfortable shoes to consumers. Focussed on producing innovative products alongside its customer-centric approach, the retailer is continually reinvesting to engage its growing customer base across its UK stores.

The Requirement

As part of a wider strategy to engage customers and provide an enhanced interactive in-store experience, the retailer wanted to improve its audio-visual capabilities for the benefit of customers. This would involve implementing new and upgraded digital signage and interactive technology solutions across a handful of its refurbished UK stores.

Used and viewed by customers passing or visiting the store in the Midlands, the requirements included deploying digital signage to promote marketing videos for new, potential and current

customers and introducing interactive displays and tablets to be used as part of a more immersive experience.

After explaining the new vision and strategy for the space, Cinos was chosen as the delivery partner through its specialist industry knowledge of audio-visual and communication solutions. The Midlands store needed new digital solutions to enhance the retail experience, as the previous system only offered customers the opportunity to browse products that were visible on their shelves, rather than being able to explore the full range.

The Solution

After discussing the requirements, it was clear that the solutions needed to promote interactivity and allow customers to immerse themselves further into the shopping experience.

Nexnovo LED translucent displays were mounted in the store window to support high-resolution videos and other types of interactive content. This provided good visibility to customers approaching the store and an opportunity to promote special offers and new products.

In-store, to deliver the desired immersive and interactive retail customer experience, a range of display solutions were installed and linked to the Elo Backpack Digital Signage Appliance.

Two 49" interactive 4K iiyama monitors were mounted in portrait orientation on the store floor with a further two 10" Elo touch screen I-Series interactive tablets positioned next to the seating areas on secure Elo Pole Stands. As well as enabling the retailer to deliver interactive signage content, the displays and tablets allow customers to browse products and check stock availability quickly and easily; something that wasn't possible before the upgrade.

The Benefits

Crystal clear quality and clarity

The easy-to-use, lightweight and energy-efficient Nexnovo LED translucent display allows content to be promoted with unrivalled clarity no matter the lighting conditions – enabling the customised creation of retail storefronts.

Seamless interactive touch

Boasting an accurate touch response and proven reliability over time, the 49" iiyama 4K monitors provide the retailer with a flexible solution that delivers eye-catching digital signage and enables their customers to engage with interactive product content.

Continuous, robust, self-service technology

The 10" Elo touch screen tablets deliver the flexibility and robustness needed to cope with the demands of continuous public use. From offering customers in-store interaction, point of sale and self-service to price-checker and wayfinding capabilities.

The Technology

For an in-depth look at the technology we used on this project or to download the relevant data sheets please visit our website. You can also see the other projects we have been working on and catch up on any company news.

NEXNOVO

iiyama **elo**



Upgrading and introducing new technology at our client's Midlands store has significantly improved the consumer experience. The large LED screens, portrait displays, and interactive tablets has enabled our client to market to both old and new customers and to adapt to the growing need for self-service technology. We are proud to be associated with this project and it is great to see the positive impact it is having for our client and their customer base.

Nathan Spencer
AV Sales Manager at Cinos



