

NEC Display Solutions Client Installation **Retail**

HARRODS



CREATING A HIGH IMPACT DIGITAL MEDIA EXPERIENCE FOR SHOPPERS

Highly focused upon the potential revenue generating benefits of sophisticated digital retail signage, Harrods luxury department store takes targeted in-store messaging to new levels with four videowalls, central to driving point-of-purchase sales at their flagship store.



The world's most famous luxury department store located in Brompton Road in London's Royal Borough of Kensington and Chelsea, Harrods occupies a 5-acre site and has over one million square feet of selling space in over 330 departments. Harrods' discerning international clientele already enjoy a top class retail experience and Digital Signage is a key part of Harrods' marketing strategy. Looking to develop this programme further, Harrods selected Harris Corporation, an international communication and information technology company, to provide a retail-focused, digital media solution that will allow Harrods to energise its retail environment in multiple locations through a modernised shopping experience.

THE CHALLENGE

Harrods recognized the potential benefits in unifying its digital messaging and to create a more intelligent networked solution which offers more than basic

product signage. Using engaging content designed to inform customers, drive sales and influence purchase decisions, Harrods instructed Harris Corporation to create and install a multi-site, multi-zone digital signage network.

THE SOLUTION

The highly scalable Harris Digital Out-Of-Home solution provides a diverse promotional platform that moves the retail experience beyond basic product signage. The Harris DOOH solution delivers targeted messaging to more than 30 separate zones in the flagship Harrods store, including four NEC videowall displays. This allows Harrods to build separate playlists with targeted advertising and information to suit each particular zone, and deliver a targeted retail experience to shoppers.

'Digital signage has been a key part of the Harrods marketing strategy for nearly five years, but the new

digital media solution will allow us to take targeted in-store messaging much further than ever before based on industry-leading HD graphics, videowall technology and zoning capability,' said Guy Cheston, media sales director for Harrods.



Built around file-based workflows which merge broadcast technology with IT infrastructure, the Harris solution provides Harrods with content creation, content scheduling and network management tools. This system ensures the delivery of stunning HD visual content, including broadcast-quality graphics and video, across the entire network.

The NEC X462UN videowall displays feature an ultra-narrow bezel for a virtually seamless image. With robust sophistication and powerful, modular network connectivity, the NEC videowall displays offer the highest standards of performance enabling Harris to achieve a high-impact customer experience.

THE RESULT

Two 16 panel videowalls are located adjacent to the main store entrance and two further videowalls

comprising 16 and 9 panels are located on the third and fifth floors. Delivering an evolved visual communication platform through super high-resolution, the NEC displays offer the clearest high-definition graphics available today. Through

sophisticated content delivery methods, Harrods' shoppers are now enjoying a high impact digital media experience targeted to drive sales and influence purchase decisions aimed at stimulating the consumer and generating revenue.



INSTALLATION INFORMATION

SITE INFORMATION

SECTOR

Retail

CLIENT LOCATION INFORMATION

Harrods

Brompton Road, London, UK

INSTALLED

Q1 2011

NEC INSTALLATION PARTNER

Harris Corporation www.harris.com

EQUIPMENT AND BENEFITS

7 x X462UN videowall displays

With an ultra narrow bezel the 46" X462UN creates a virtually seamless image for breathtaking videowalls

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