

Silentnight Achieves Dream Digital Signage Installation in Lakeside Flagship Store

CASE STUDY
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The UK's most trusted sleep brand Silentnight has installed bespoke in-window and in-store digital signage solutions at its newly opened flagship showroom in the Intu, Lakeside Shopping Centre, Thurrock. Universal AV managed the project, choosing award-winning video wall mounts from AV technology pioneer Peerless-AV® for their installer-friendly features, UL safety assurance and compatibility with the major display brands.

With headquarters in Barnoldswick, Lancashire, Silentnight is a recognised Superbrand in the UK, renowned for its passion, product knowledge, exceptional quality and sleep expertise, producing over 500,000 beds every year. The company is committed to continuous investment and innovation in all areas of the business, and the nationwide Silentnight stores are no exception.

“For any video wall installation, Universal AV uses Peerless-AV, having used many competitive offerings on the market, we believe none are as reliable and easy to install as the Peerless-AV quick release mounts with their easy hang function, custom wall plate spacers, tool-less micro adjustment capability, and pop-out mechanism for instant service access.”

said David Leech, Project Manager at Universal AV.

Silentnight HQ announced they were opening a second flagship showroom in the Intu, Lakeside Shopping Centre, in early 2018 and commissioned Universal AV to manage the project. Universal AV had previously provided audio visual solutions to the Silentnight head office. The new flagship store was to have the wow factor, greeting customers and encouraging them on their in-store retail journey.

Universal AV provided a detailed scope and specification according to Silentnight's specific requirements. The installation took place in May 2018, during the refurbishment of the store, and all AV requirements were fulfilled seven days prior to the store's grand opening. Two 1 x 2 Philips 55" LCD Displays in purpose-built cabinets are positioned in the windows at either side of store entrance, a 2 x 2 Philips 55" LCD videowall in cabinet is situated upon entry, to further entice customers inside, and two additional Philips 55" LCD displays are installed in the staff meeting room and children's activity area.

Peerless-AV's DS-VW765-LQR SmartMount® Full-Service Video Wall Mount with Quick Release stands out for its installer-friendly design and configuration versatility. Addressing today's complex and challenging Digital Signage applications, the mount is manufactured to the highest safety standards and is packed with innovative features designed to save installation time and costs. A spring-loaded, push release mechanism provides convenient access for servicing and maintenance, while custom wall plate spacers eliminate guesswork and on-site calculations. A keyhole slot wall plate also speeds up mount positioning and allows for a single person install.

“The media screens in our Lakeside showroom assist in creating theatre within the Silentnight showroom,” commented Beth Hansell, Head of Retail, Silentnight. “They have enhanced the customers shopping experience, providing a more cost effective and environmentally friendly way to communicate our offers and bed collections than posters that require replacement periodically.”



About Peerless-AV®

SILENT NIGHT
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For over 75 years, passion and innovation continue to drive Peerless-AV® forward. We proudly design and manufacture the highest quality products, ranging from outdoor displays to complete kiosk solutions, digital signage mounts to wireless systems. Whether a full-scale global deployment or custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.



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