

Case study



Dune stores dress to impress with digital signage makeover

Understanding how to incorporate new and innovative digital signage technologies such as video walls, dynamic in-window displays and life-size catwalk screens into retail store designs can help brands stay on the cutting edge and influences the way consumers make shopping and purchase decisions. The Dune Group is one such brand setting an example in the retail world for its dynamic use of digital signage in newly refurbished stores across the UK, US and Switzerland. Starting with its new flagship store on Oxford Street, the Dune Group wanted something special and turned to AV supplier and installer Project Audio Visual to specify a complete solution. Knowing the retailer would want only the best, Peerless-AV full service mounts were at the top of Project Audio Visual's installation checklist.

Stepping up store AV

The Dune Group is a home-grown success story in the retail world, growing from a 20sqm concession in a fashion store on London's Oxford Street over 20 years ago to become one of the most influential global players in fashion footwear and accessories. The company currently has 46 UK stores, 169 concessions in major UK department stores, and 35 franchised stores and concessions in 12 countries around the world.

For its new flagship store on Oxford Street, the challenge for Dune's Merchandising Department was how to bring the brand to life and really encapsulate its passion for style and sophistication. They decided it was time to move away from the traditional point of purchase signage and graphic lightboxes, and having previously used single landscape TVs decided to investigate the possibility of using video walls.

"Video is far more engaging and striking than the usual shop signage options," explains Dune's Senior Systems Administrator, who was tasked with investigating the solution. "We'd never used video walls before so it was uncharted territory for us and at first we had no idea where to start."

Dune's Senior Systems Administrator met with Steve Hudson, Project Audio Visual's Sales Director, after searching independent installation companies online in early 2014. Steve guided him through a

range of products first-hand at the company's Demonstration Suite in Reading, demonstrating the latest 4K displays and how to control content from anywhere in the world.

"It was great to see the technology in action and it was obvious to us that the best option to go for from a quality point of view was with 4K content," says Dune's Senior Systems Administrator. "The quality was so much better than normal HD which looks blurry on a big screen and since quality is what our brand is all about we felt there was no other option. This solution had its technical challenges too, 4K was a very new technology, but the guys were not deterred – they helped us find a solution."

The Solution

The chosen solution for the Dune Group's new Oxford Street store included eighteen LG 47" portrait displays, Datapath controllers, a BrightSign XD1230 media player and Peerless-AV DS-VW765-POR and DS-VW765-PQR Full Service Portrait Video Wall Mounts. As part of the fully-managed package, Project AV also advise Dune's Marketing Department and Production Company on the editing and formatting of their content, help with content updates and run maintenance checks to ensure all players are online.

Additionally, Project Audio Visual provides Dune with a service contract which ensures that, should there be a problem, an engineer will visit the store within eight working hours, and, since the company stocks spare parts, most visits result in a successful repair or replacement. "Project Audio Visual lives up to our pretty stiff standards and that they deliver what they say they will, on time, with great flexibility," says Dune's Senior Systems Administrator.

When it came to the installation, Project Audio Visual worked closely with Dune's shop designers 4by2, and the Merchandising Department to ensure a straightforward installation within tight timescales. The Peerless-AV mounts played an important role in ensuring quick and easy installation of the two large video walls, each made up of nine LG displays, situated on the back wall either side of the till counter. Packed with innovative features, the mounts eliminate on-site measuring to ensure perfect screen alignment and their ease of access for servicing and maintenance ensures an installer-friendly experience.

Steve Hudson comments, "After using Peerless-AV for 3-4 years, they are now our preferred mounts supplier for a simple reason – we are putting in 5-10 video walls a month and the quick-release video wall mount product is absolutely superb. Our engineers find it the easiest to use, the quickest to install and the micro adjustment is second to none. We find as a company that we are saving time on installation and reducing time spent on site, especially because the pop out mechanism helps with simple access to and servicing of an individual screen without having to remove the others. All video walls for the Dune Group roll out are going in with the Peerless-AV quick release mounts."

The results

Since this initial installation, Project Audio Visual has supplied video walls for additional Dune outlets in London's Oxford Street, Argyll Street and Oxford Street House of Fraser, as well as Brent Cross and Bluewater shopping centres, and stores in Birmingham, Sheffield, Newcastle, Stansted Airport, Manchester Airport, Dublin, Belfast, Basel and New York. Installations took place during retail 'quiet periods' during working hours, while the stores were being refitted, and vary in terms of store placement. The last installation was completed in September 2015 with further international refits planned going forward.

Before and after footfall measurements conducted by the Sheffield store revealed a dramatic upturn and Dune is delighted with the outcome, as its Senior Systems Administrator explains: “It looks fantastic and really makes a striking impression on the customers when they enter the shop. What’s more, it will pay for itself in a year or two with the savings we will make on printing graphic panels and light-box vinyls.”

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