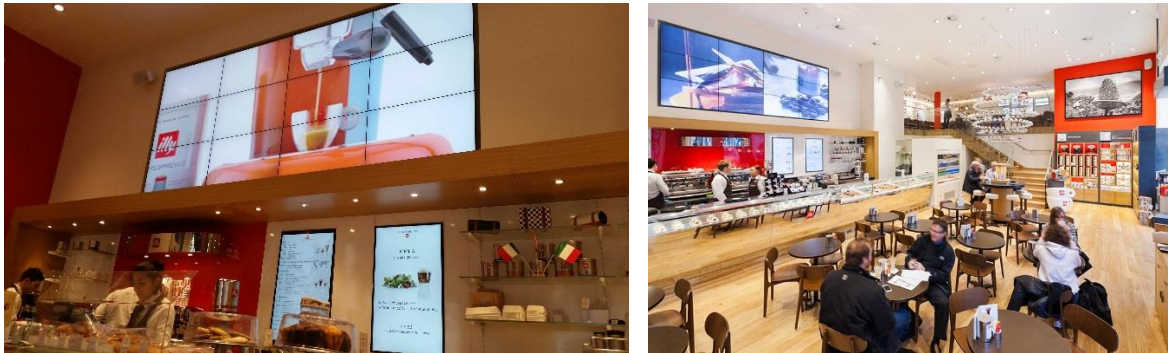


## Case study

### illycaffè's flagship store on Regent Street gets full service treatment



*Samsung, Digital Signage Solutions Centre (DSSC) Europe and Peerless-AV help Italian coffee roasting company illy serve up a visual feast for the eyes at its flagship Regent Street store.*

Split over two floors, illycaffè Regent Street has a modern and bright ambience. Italian artwork adorns the walls, a specially commissioned chandelier made from 216 illy espresso cups hangs gracefully from the ceiling, and bold, bright and eye-catching digital displays are dotted around the café to reinforce brand identity, promotions and campaigns.

#### **Striving for perfection**

illy combines its passion for quality coffee with arts and creativity. Its worldwide chain of authentic Italian-style cafés attract a loyal clientele with their innovative spirit and imaginative flair, offering customers the chance to refuel, reflect and relax in stylish surroundings. When planning the launch of its flagship London store, illy was on a quest for perfection, seeking to integrate chic Italian design ideals with the latest high-end technologies.

illy partnered with Samsung for the project, using DSSC Europe, service provider for Samsung's Digital Signage solutions, to specify and install all the displays in-store, including a 4x3 video wall, two digital menu screens and a display array on the wall behind a seating area.

#### **Enticing customers**

illy already had a vision for the video wall and decided on a 12-screen full HD video wall solution to fit inside a recess above the service counter. Running on the screens would be a combination of illy and Samsung brand marketing content.

Samsung UD46C Series Displays with vibrant, accurate colour consistency were chosen to make the best possible impression on customers as they enter the store. The UD46C displays have an unobtrusive design, heightening the impact of brand messages with their super narrow bezels. They also include a pivot and image rotation function, enabling illy's marketing team to create content in portrait or landscape mode, and then rotate it as necessary, without ratio distortion.

#### **Behind the scenes action**

For the mounting solution, DSSC Europe chose 12 x DS-VW765-LAND Full-service Landscape Video Wall brackets from its preferred mounts supplier Peerless-AV. The mounts offer the required alignment and depth for the existing wall niche so that the displays appear clean and flush, with no

unsightly gaps, and are secured into place against the wall with a spring-loaded mechanism on each mount. They also offer a pull-out/prop-open action for quick, intuitive and hassle-free service access in recessed applications such as this.

Dmitry Rizol, B2B Solutions Senior Consultant at Samsung Electronics, said: “We have really good experience of using Peerless-AV full service brackets for many of our global accounts projects. So there were no doubts of what product to use.”

The DS-VW765-LAND mounts were installed along with DS-VWS013 Screen Specific Spacer Kits and 8 x DS-ACC-VW765 Cable Release Kits. The spacers enabled DSSC Europe engineers to perfectly position each mount in the array during installation, eliminating tedious guesswork and on-site calculations, and using the 8-point tool-less micro-adjustment functionality they were able to fine tune where required. The cable release kits were used for centre screens to ensure fast and easy future maintenance accessibility.

### **The Results**

“The response to the video wall has been overwhelmingly positive,” commented Mirko Piccicio, Manager, illy Regent Street. “It provides a great backdrop and definitely contributes to the ambience we are looking to create for customers. We see people taking an interest in the content both at the counter and when seated in the store.”

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[www.illy.com](http://www.illy.com)

[www.dssceurope.com](http://www.dssceurope.com)

[www.samsung.com](http://www.samsung.com)

[www.peerless-av.com](http://www.peerless-av.com)