

the mobile phone store

THE RETAIL PROBLEM:

Mobile product is complex:

Next generation mobile services are all about data. Consumer awareness and education are the key priorities. There are many different multi-media features and functions to demonstrate

Staff find it difficult to keep up to date with product specifications and manage sales time effectively.

Customer demonstration:

Live application demonstration/simulation difficult to achieve in the store environment – consumers want to see the different applications running on the different phones.

Lifestyle sale:

Heavy media spend out of store, lifestyle driven – how can store bring these new services alive and demonstrate the value of new devices and services in-store?

THE DIGITAL SOLUTION

A digital display solution can use video to drive home brand messages, leveraging wider brand spend. It can simulate different phone packages and applications and through interactivity, educate consumers and sales staff alike on product functionality and service options.

THE DIGITAL VIEW SOLUTION:

LCD PANEL:

15" TFT panel – wide viewing angle, 50,000 hours backlight.

MOUNTING:

PORTRAIT MODE – to better simulate a mobile device

VIDEO PLAYBACK:

DV MV-FLASH media playback:

- solid state device (no moving parts)
- non-windows
- running full motion MPEG attractor loop
- interactivity through non-drift matrix touch screen

ATTRACTOR:

Dynamic lifestyle brand messaging on a looping attractor screen.

Eye-catching, it brings high impact advertising to target customers right to the point it has most impact – the point of purchase

INTERACTIVITY:

'Shallow Surf' – 3 level interactivity only.

- educates
- simulates
- promotes

