



PlayNetwork Brings SoCal Authenticity to Hollister In-Store Experience with Award Winning Audio/Video Solution



Products/Services

- A/V Systems Engineering
- A/V Systems Integration
- Managed Content Services
- Project Management

Results

- Instant credibility with customers
- Live 24/7 feed of Surf City, USA
- Encourages live interaction
- Award-winning experience that has become brand hallmark

Vertical Industry

- Fashion Retail

Country/Region

- United States

Challenge

Turn the apparel retailer into a unique destination for their young, energetic customers and bring more authenticity to the California lifestyle retailer's in-store environment.

Solution

PlayNetwork's Systems Advantage team developed the concept and designed a first-of-its-kind solution that brings the beach scene directly to the store.

- Conceived a live 24/7 video feed from the famous city pier in Huntington Beach, CA, a.k.a. "Surf City, USA."
- Our engineering team developed and installed custom pier-mounted, beachfront cameras to capture the live surf scene and distribute a live feed securely via private satellite.
- The encrypted video signal was then carried via a network feed, live to over 580 locations.
- PlayNetwork's engineers designed and built a 5ft x 5ft, 9-monitor panel to display the live feed simultaneously in every location with a branded time and temperature stamp.

Results

Instant Credibility – Hollister is a destination with instant credibility that drives a deep, authentic connection where customers come not just to shop but to hang out.

Interactive Engagement – If the sun is shining at Huntington Beach, it's shining in every Hollister store. Not only a portal for fun, the video encourages live interactive events between friends.

Award Winning — The "Surf City" video wall experience has become a signature icon for Hollister in its stores. In 2005, Hollister received the "Digital Retailer Of The Year" award at Digital Retailing Expo.