

Scheels Calls on PlayNetwork to Create Integrated Media Experience Worthy of the World's Largest All-Sports Superstore

PlayNetwork delivers custom music, digital signage and systems integration for Scheels newest destination retail location

Redmond, WA (October 02, 2008) - [PlayNetwork](#), a global leader in providing integrated media experiences for businesses, today announced that Scheels, experts in “all-sports superstore” retailing, leveraged the company to provide custom music, digital signage and systems integration for its newest location at the “Legends at Sparks Marina” complex in Sparks, Nevada. Scheels new 295,000 square-foot destination store opened to the public September 27. Scheels selected PlayNetwork for its vast experience in delivering compelling, high-impact audio and video entertainment media to many of today’s hottest brands.

PlayNetwork’s expert in-house music, video media and systems teams have partnered with Scheels to create a sight and sound experience that clearly evokes the Scheels brand. Visitors to the newest Scheels store will be greeted by an amazing display of brand and lifestyle video footage displayed across 36, 40-inch high-definition LCD monitors mounted on four giant columns. Throughout the store, 39 channels of Scheels programming is broadcast to over 100 42-inch plasma TVs. To complete the impressive and eye captivating HD experience, Grandma Ginna’s, Scheels own restaurant and fudge shop on premise, displays food fare via 40 and 50-inch digital menu boards. In-store audio is comprised of eight unique, customized music programs featuring a broad range of audio entertainment, from “iconic hits” to fashion retail. The music programs can be easily routed and managed to 13 zones within the store via touch panel technology.

The integrated audio and video programming is designed to envelop customers and enhance the overall shopping experience. The Scheels Sparks location will showcase the world’s largest selection of sports, sportswear, and footwear under one roof. Special attractions include a customer tram; eight lifelike bronze sculptures; two 16,000 gallon aquariums; a 35-foot tall, 800 square-foot Wildlife Mountain; a 65-foot, 16 car operating ferris wheel; a home décor and gift lodge; and shooting galleries and simulators for everything from golf, to soccer, to hockey.

“Scheels has always stood for sports and the active lifestyle, but our newest location is truly a shopping adventure unlike anything Reno Sparks-area retail customers have ever experienced,” said Jason Loney, Vice President of Store Development for Scheels. “PlayNetwork’s vast experience in creating highly engaging retail environments made them the most compelling partner for this project. Throughout the entire process, from early concepts to install, they have made it their business to understand our brand culture; their ability to translate that brand into music and visual elements that enhance the overall experience has been instrumental in creating a one-of-a-kind shopping destination.”

“Truly a company that continues to push the meaning of ‘destination retail,’ Scheels’ commitment to creating an unparalleled in-store experience for the consumer is evident throughout its new Sparks location,” said Craig Hubbell, executive vice president of Media Services, Sales and Marketing for PlayNetwork, Inc. “The sheer magnitude of the site, the number of entertainment areas and the integration of media within and throughout the store environment is amazing, and we are thrilled to have partnered with Scheels to help bring the concept to life for its customers.”

About PlayNetwork

Established in 1996, Redmond, Washington-based PlayNetwork, Inc. is an integrated media services leader for worldwide business. PlayNetwork provides branded video (digital signage), audio (music and messaging), promotional media, quality audio/video systems, and professional services that deliver compelling experiences for retail, hospitality, health and fitness, retail banking and other businesses. The XM for Business service is now managed by PlayNetwork through a new strategic relationship with XM Satellite Radio. More information is available at www.playnetwork.com or www.xm4biz.com.

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