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NEWS AND ANALYSIS FOR RETAIL EXECUTIVES

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PLAYNETWORK COMPLETES AUDIO/VIDEO INSTALLATION FOR FIFTH AVE. UNIQLO

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Redmond, Wash. -- PlayNetwork said Thursday it has completed the audio/visual installation at Uniqlo's new global 89,000-sq.-ft. flagship store on Fifth Ave. in New York City, the retailer's largest store to date.

The installation features more than 300 LCD video displays and 175 audio speakers, providing a full digital media experience. Custom LED video installations in the glass elevators and storefront windows and LED "tunnel ticker" displays were developed by PlayNetwork in conjunction with partner D3 LED.

Music emanates from speakers hidden from view within store columns as customers ride the escalators. Additionally, to facilitate more efficient installation and maintenance of the video walls, which traditionally require one mount per screen, the PlayNetwork engineering team created a custom, one-piece mount for multiple screens.

"Audio and visual systems are an essential element of our store environment and the innovations featured in our new flagship store illustrate our commitment to quality and the customer experience," said Kensuke Suwa, director of global marketing for Uniqlo.

Japanese retailer Uniqlo, a subsidiary brand owned by Fast Retailing Co., opened its new global flagship store on Oct. 14. The retailer's New York 34th Street store will open Oct.21.

PlayNetwork is also installing some of the new audio and video elements for Uniqlo in Japan, Taiwan, South Korea and Thailand plus flagship locations in Paris and London.