



PlayNetwork Creates A Dynamic In-Store A/V Systems Experience For Key UNIQLO Locations Around The Globe



Products/Services:

- A/V Systems engineering & design
- A/V Systems Installation
- Consultation Services
- Project Management

Results:

- A/V solution that sets flagship store as singular destination for customers
- Unique visceral experience that drives customer connection
- Dynamic integration of speakers and video screens into store environment
- Scalable and repeated in flagship stores in Europe and Asia

Vertical industry:

- Fashion Retailer / Specialty Retail

Country/Region:

- United States
- Europe
- Asia

Challenge

Create an audio/video systems experience for the 3-story, 90,000 square foot flagship while coordinating with several internal and external partners.

Solution

Systems Advantage

PlayNetwork's Systems Advantage team sprung to action to consult with UNIQLO's:

- Design Firm on consultation and interior needs assessment
- Architect and Store Design team on design elements to synchronize infrastructure and experience.
- Construction and Development team to align contractor and project management
- Store Operations to execute field-engineering tasks and deliver post-installation service and support.

Engineering

PlayNetwork designed and engineered a one-of-a-kind solution that encompasses:

- 300+ screens: 45 1x4 video walls, 3 4x4 walls, 1 3x3 wall,
- Multiple singles at cash wrap
- Custom designed video wall mounts

Results

Energy and Movement – Designed to appeal to customers' aural and visual senses, the flagship's dynamic arrangement of 300 LCD video displays and 175 audio speakers that features spectacular digital content, delivers a rich store environment and customer experience while hidden speakers, integrated within the store environment enhance the sense of movement through the space.

Audio / Video Impact – The impact at UNIQLO is immediate and consistent throughout the store with innovative, custom LED video installations at the storefront windows and glass elevators. Atop the escalators shoppers are funneled down an LED "tunnel ticker" display, developed by PlayNetwork, wooing customers with the latest UNIQLO merchandise.

Global Installations - PlayNetwork delivered a fully documented, repeatable and scalable installation adding to existing deployments in Paris, London, and 20 additional stores throughout Asia. The designs and process are also be leveraged for UNIQLO's United States expansion.