

DIGITAL SIGNAGE CASE STUDY – INTERNATIONAL FOOTWEAR BRAND

Case Study - 22.5.2023



Background

International Footwear Brand (IFB) is an American fashion company founded in 1978 primarily known for its sheepskin boots and also specialise in other footwear, accessories and home textiles. Renowned for their distinctive premium and comfortable footwear the brand is synonymous with high quality products. Founded in the USA, the brand has several successful stores in the UK with two in London's premiere shopping districts.

For their London stores the brand works with one of our partners who are an award-winning design studio. In December of 2021 IFB approached their longstanding design partner to help revamp the front window displays of their Piccadilly and Westfield stores.

Our partners create the physical window displays at both of their London stores and were looking for new ways to grab shopper's attention. After initially wanting traditional light boxes, the decision was made to go with a digital signage solution for their window to really stand out. That's when our partner approached us to help as digital signage experts.

Challenges

IFB were looking for their window display to be a show stopper. As part of the designs for their shop window our partners were looking for the digital display to fill the space and to stand out in terms of brightness. The customer had strong video content already created for use on their social media platforms and website and wanted a screen that would show it off and do it justice.

Initially IFB wanted our partner to manage the content on the screens with the view that later they would take over control and management of the screens themselves. With this in mind they were looking for an easy solution that their staff could manage remotely. They wanted staff of any technical level to be able to manage and update the screens' content.

In terms of installation IFB would not accept a messy and time consuming install period. The installation of the new display had to take place outside of the stores normal opening hours.

Project Overview

Products: Indoor Direct View DV-LED Video Walls

Android Cloud Network Media Players

Location: Piccadilly, London and Westfield, London

Size: 2.56m x 1.92m and 1.92m x 1.28m

Resolution: 1376 x 1032 and 1032 x 688

Pixel Pitch: P1.8

Brightness: 550cd/m²



Solutions

In comparison to most traditional LCD digital signage, Direct View LED (DV-LED) is modular by design. The cabinets can be configured to fit any space so and are not constrained by the 16:9 aspect ratio of most LCD screens. The fine pixel pitches that we were able to supply meant that there would be no compromise on image quality remaining perfectly clear and high enough definition to the passing trade. For this project we supplied DV-LED Video Walls with a pixel pitch of P1.8 guaranteeing incredible image quality. Given that both stores are located inside shopping centres the solution did not to be as bright as a typical outward facing window display. That being said, the contrast ratio of our DV-LED solutions is incredible and produces vivid colours and true blacks that cannot be replicated on LCD screens, this would really make IFB's colourful and vibrant video content pop.

In terms of size, the two DV-LED displays are not the same; the Piccadilly store window had an available space of 2.6x2m while the Westfield store has an area measuring 2x1.5m. For a complete turnkey solution, we supplied all the extra components including the sending card and Android Network Media Player for each display with a lifetime CMS subscription. This allows the displays at both locations to be easily managed and content to be updated remotely and independently. In addition to this we provided personalised training to our partner on how to use the CMS and even created bespoke templates to make the workflow of updating the content on the screen as easy as possible.

We supported our partners fully during the construction of the housing for the DV-LED Video Wall. These displays were to be centrepieces of the revamped store windows that our partner had designed so an impressive solution was crucial. Our partner successfully pre-installed the DV-LED at their workshop ahead of the evening installation and when an unforeseen issue came up with the install partner, we attended site the same evening to provide assistance and technical support. We did not leave site until the Direct View LED Video Wall was working as intended.

Results

After the successful installation of the two DV-LED Video Walls our partner now have a digital signage manufacturer they can rely on for future projects. From helping them deliver an outstanding solution that met the needs of their customer the two companies look set for a strong business future together. Our partners had the following to say about the project:

"The team have been invaluable to make this project a success – a professional and knowledgeable outfit who share the same ethos on quality and deadlines as ourselves, they have taken time to make sure everything has gone to plan and the communication has been excellent."

As for IFB, the brand now has two large dynamic show stopping digital signage screens that for sure have been wowing shoppers. Compared to the static printed signage they had been accustomed to the screens dynamic striking video content is helping to bring in a younger demographic to IFB stores.

