



**WHY WERE WE  
REQUIRED?**

To celebrate its 50th anniversary, this luxury furniture designer sought to give its Harrods showroom a technology boost to enhance brand perceptions in-store and captivate shoppers.

**HOW DID WE  
SOLVE THE  
PROBLEM?**

Installed a 9 panel LG video wall and a secondary Samsung 75" panel to display high definition videos. The screens are controlled via Embed Signage, a cloud-based Content Management System, giving Roche Bobois complete creative flexibility.

**WHAT WAS THE  
RESULT?**

Extremely positive feedback from staff, customers and neighbouring concessions. The screens deliver the wow factor whilst complementing the space's overall design aesthetics, creating differentiation in a crowded retail environment.

**THE CHALLENGE**

Roche Bobois is a luxury French design company that produces unique and innovative pieces of premium quality furniture and accessories.

With over 250 stores in 50 countries, the company recently celebrated its 50th anniversary and was looking to give its London showroom a technology boost in order to enhance brand perceptions in-store and to captivate shoppers.

Based in Harrods, London's most prestigious department store, there are over 330 departments covering one million square feet (90,000 m2) of retail space so standing out from the crowd is key!

Roche Bobois chose AVMI as its technology partner based on its extensive experience serving the retail sector and track record for delivering creative and engaging audio visual solutions incorporating the latest display technology and digital content.



## THE SOLUTION

AVMI worked closely with Roche Bobois' operations team to examine various LED and panel screen options in order to determine what would be the optimal solution in the Harrods showroom.

Performance, reliability and the ability to remotely manage and update in-store digital content were key requirements. AVMI recommended a series of options against a fixed budget.

Roche Bobois decided on a 9 panel video wall from LG arranged in a 3 x 3 configuration based on its ability to render bright and vibrant imagery that would match the bold and stylish products on display. The video wall was also the perfect platform to showcase its recently launched TV advert.



*Bright and vibrant content on display at Roche Bobois*

The video wall is positioned at the back of the store in order to capture the attention of shoppers and by-passers with its high-impact display, showing branded content and helping to deliver a more engaging and memorable customer experience.

At the entrance to the showroom, visitors are greeted by a single Samsung 75" panel recessed into the wall so that it fits seamlessly into the space. This screen shows short films about the company's heritage and designer collections.

Content is fed to the 9 panel video wall by a discrete Intel NUC mini PC whilst the 75" panel utilises Samsung's embedded SOC (system-on-chip) technology. Both systems use Wi-Fi to connect back to Embed Signage; the cloud-based digital signage CMS (content management system).

//

**The showroom looks amazing. I know it is a challenge to do works in Harrods but the end result is fantastic. Everyone has been very impressed.** //

*Showroom Manager, Roche-Bobois Harrods*

From point of order through to installation, commissioning and training, AVMI delivered the project under tight timescales and constrained working conditions imposed by the restrictions of working in the famous grade II listed building.

Following user training on the intuitive Embed Signage CMS, Roche Bobois' marketing team now manage their in-store digital content from their London offices. As the overall system utilises a cloud-based CMS platform, content can be created, previewed and then distributed to any Internet-enabled screen regardless of geographic location.

## THE RESULT

Since implementing the video wall, Roche Bobois has received extremely positive feedback from staff, customers and neighbouring concessions, positioning it as one of the leading innovators in the Harrods home furnishings department.

AVMI is continuing to work with Roche Bobois as one of its trusted technology partners and the teams are currently exploring opportunities for replicating the success in other stores around the UK.





TECHNOLOGY PARTNERS:



LG

SAMSUNG



embed signage

#### About AVMI

We are the leading provider of audio visual and digital media solutions, delivering innovative technologies and compelling digital content in retail environments to help clients to create the wow factor.

Contact AVMI to find out how we can help you to address your audio visual and digital media technology challenges.

Email: [sales@avmi.com](mailto:sales@avmi.com)

Call: +44 845 2626 200

Visit: [www.avmi.com](http://www.avmi.com)



[www.avmi.com](http://www.avmi.com)

© Copyright AVMI 2016