

SHARP

CASE STUDY

Digital signage innovation for Furla concept store



High street stores need to attract shoppers. And, once inside, consumers increasingly expect to see interactive audio visual content. **/This is Why** Sharp has developed a full range of LCD displays and touchscreens that provide a versatile display canvas for retailers. With breathtaking image quality, powerful brightness, a wide viewing angle, and the option of engaging touch applications the displays enable retailers such as Furla to deliver immersive in-store experiences that engage the interest of shoppers.

Installation Overview

Synonymous with creativity, understated design and timeless elegance, Furla is a leading Italian brand. It has been producing handbags, shoes and accessories since its creation by the Furlanetto family in Bologna in 1927. Today, Furla is recognised as one of the most influential brands in the worldwide leather goods market; it has over 290 stores located in the most prestigious shopping destinations in 64 countries.

Furla recently took the decision to open various concept stores in key cities across the world. The stores would be modern, spacious, light and minimalist. And they would include a high quality digital signage solution for all larger and concept stores to provide customers with added insights into the La Furla brand. The first concept store opened in one of Milan's most elite shopping streets, the Corso Vittorio Emanuele, next to the world famous Duomo Cathedral.

Furla conducted a tender for its display solution, deciding to install two 52-inch professional PN-E521 monitors in the store window display and one 70-inch PN-L702B highly sensitive touch-screen LCD monitor onto a mirror-covered column in store. The monitors provide the perfect canvas for Furla to show off its collections in stunning high definition. The touch screen also opens up the potential for a future interactive shopping experience.



“We realised the exciting potential of using screens to display our collections when we deployed a Sharp monitor video wall comprising nine PN-V601 60-inch class professional LCD monitors in our Ginza Tokyo store. The visual effect was simply stunning. Already taken by the reliability, performance and value for money of the Sharp monitors, we were further impressed when we reviewed the extensive range of Sharp screens that are suitable for the retail environment.”

Mar Castilla, Layout and Concept stores, Furla



The installation

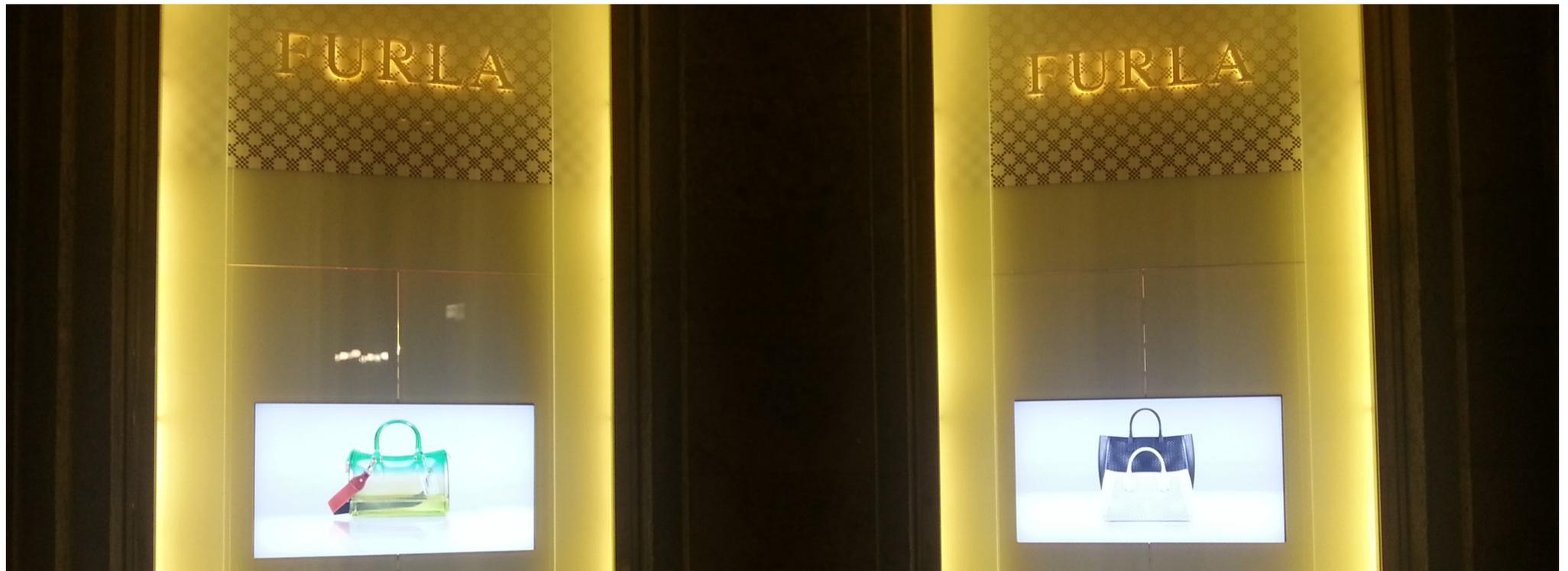
Mar Castilla is responsible for the layout and design of Furla's new concept stores.

Having been impressed by the Sharp videowall installed in its Ginza Tokyo store, she approached Sharp to be involved in the tender process for the digital signage deployment in Milan. Sharp, together with its software partner HDDS Vision, ran a pilot presentation to show the monitors and software capabilities to their full potential.

Mar Castilla explains: "We were looking for a modern, high quality digital signage solution for our state of the art concept stores to reflect the quality and elegance of our brand. We needed a turnkey, cost-effective solution, which would not only encourage footfall, but also enhance the shopping experience. For the monitors used in the window displays, it was essential that they did not reflect light and were suitable for 24/7 usage at low power consumption, so we could display our products even out of store hours."

Furla also wanted to manage content remotely from its Bologna head office to avoid delays in advertising promotions and to allow retail staff to concentrate on serving the customers. "The proposal submitted by Sharp and HDDS Vision was the only one to meet all our requirements. We also felt that the Sharp displays offered the most cost-efficient performance and with their thin bezels and modern design they look the part too."

Sharp also went a step further by recommending that Furla installed a touchscreen monitor next to its checkouts. This will enable it to offer more engaging content such as interactive catalogues. Furla chose two 52-inch PN-E521 LCD monitors and one PN-L702B 70-inch highly sensitive touch-screen LCD monitor.



A new approach

The two PN-E521s are built into the window displays, placed horizontally alongside each other into a plain branded backdrop. The display is stylish and uncomplicated for maximum impact, showing products and promotional messages to passers-by, to encourage them to enter the store. The monitor is perfectly suited to shop window installations. It has a 5000:1 contrast ratio, produces brilliant, deep colours and vivid blacks with full HD performance and has a high brightness of 500 cd/m². It also has a matt, anti-glare screen and wide 176° viewing angle. The features ensure it displays exceptionally sharp, vivid images despite facing into the daylight. In addition, the screen is designed for 24x7 operation and with a full-array LCD backlight, power consumption is 40 percent less than comparable technologies. This efficiency meets Furla's requirement to use the screens continuously.

The PN-L702B is positioned in the store at eye level on a mirrored column. The column is located near the checkout facing the entrance to achieve a high visual impact as the customer enters the store. With outstanding full-HD performance picture quality is also exceptional, even in the high ambient light levels of the store. Furla plans that, in future, the screen will be used as an interactive catalogue so customers can browse collections, check stock levels, prices and product details.

The installation on HDDS' 'Vision' software allows Furla to cost-efficiently control content and settings remotely. Experienced marketing personnel ensure that the correct content is appearing at the right time, varying the message at different times of the day. With further refinements planned, the software will provide a real-time interface with the online shop. This will enable customers to buy products, review their goods, and look in more detail at stock. Click analysis will be used to understand popular items and successful promotions and better plan marketing strategies.



Visual impact

The screens play a crucial role in the overall visual impact of the new concept stores. Mar Castilla summarizes: "The Sharp monitors have proved to be reliable and efficient to run. The spectacular image quality and vivid colours allow us to show off our collections as they deserve. The overall solution is fluid and will adapt to our ongoing needs. The deployment has been a huge success."

The next Sharp screens will be installed in Furla's Regent Street store in London. Further Sharp monitors may also be deployed in other parts of the business.

COUNTRY:	ITALY
CUSTOMER:	Furla
SOFTWARE PARTNER:	HDDS Vision
EQUIPMENT:	52-inch Class PN-E521 Professional LCD Monitor x 2 70-inch Class PN-L702B Professional LCD Touch Screen Monitor x 1 HDDS Vision® HDDS Touch

This is Why

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