Mode-AL
DISPLAY ENGINEERING

Debenhams, Oxford Street

MV-Brix Type R Monolith

Mode-AL Digital Signage – helping to enhance visual merchandising in retail spaces.

THE PROJECT

- Client: Debenhams, Oxford Street, London
- System Integrator: AVMI
- Technology: NEC / Sharp LCD Screens

Debenham's flagship store in the heart of London's Oxford Street underwent a complete refurbishment, culminating in an unveiling to mark the department store's 200th Birthday celebrations in 2013. At the announcement of the refurbishment, Debenham's Managing Director Richard Cristofli said

> **'Our vision is to create a branded environment that redefines Debenhams in the West End and beyond, representing a vibrant and relevant concept for the future'.**

AV REQUIREMENT

A key objective of this ongoing modernisation was to incorporate digital media in selected store locations to enhance brand projection and create 'retail theatre'. Screens were placed into the store for a variety of purposes such as promotions, advertising new product lines, and entertaining shoppers thus inspiring the customer journey. Working with system integrator, AVMI, Mode-AL was contracted to design, manufacture and install unique structures for applications within the store in three high volume footfall areas.

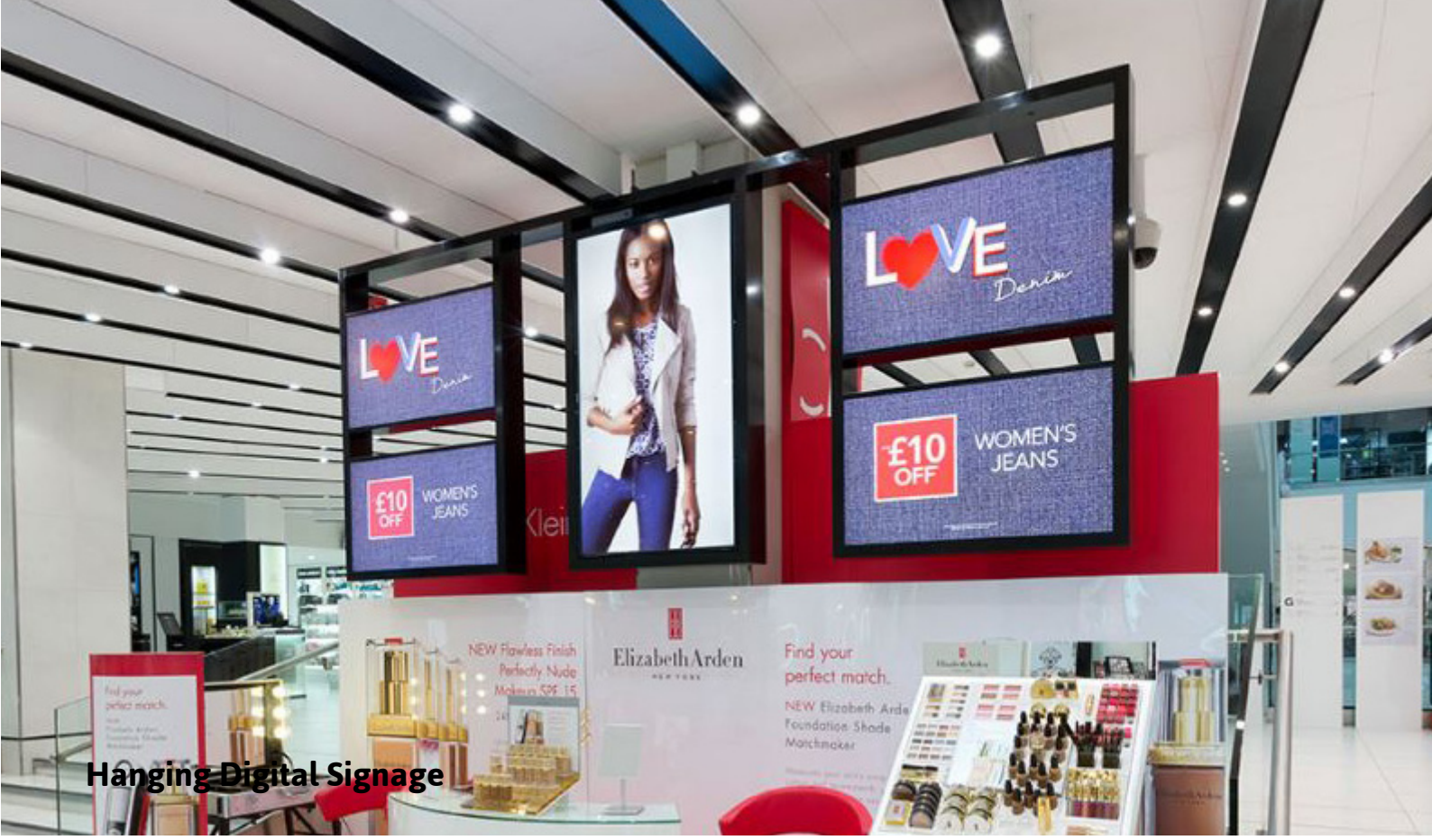
GROUND FLOOR EAST ENTANCE - MV-BRIX TYPE R

A portrait video wall was positioned above the basement escalators creating an impactful focal point for shoppers. This comprised Mode-AL's MV-Brix Type R modular system single sided monolith and housed an array of nine 3x3 46" NEC LCD screens.

About MV-Brix Type R

Mode-AL's MV-Brix Type R is the only system available that provides a complete self-supporting screen and was ideal for this application. We can produce a screen array of almost any size that is only 150mm (6") deep, hence providing more retail space than any other system. The rear of the enclosure as shown here have simple covers; we can offer peg board or a slat wall options to increase the retail display area.

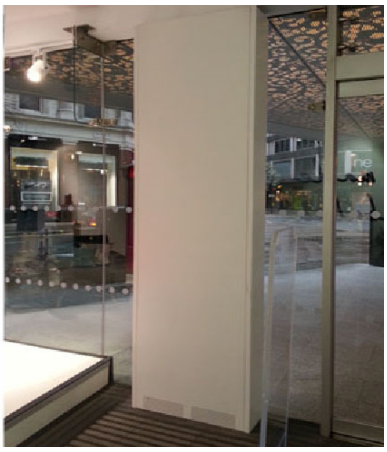
With access only required to the faulty screen, on-site maintenance and disruption is kept to a minimum.



Hanging Digital Signage

STORE WINDOWS FACING OXFORD STREET - PORTRAIT MONOLITHS

Multiple digital columns were placed in the store windows consisting of two 60" portrait orientation high-brightness screens, creating the ideal canvas for a 'catwalk' of life size models. This also comprised Mode-AL's MV-Brix Type R modular system fitted within a single sided monolith. Measuring 2.9 metres in height, the enclosures supported an array of 2x60" Sharp LCD screens.



About the Monolith

Mode-AL's minimalist monolith provides an elegant and effective solution for digital signage, without compromising the look of the content. The is made from strong aluminium and comes in an array of finishes that can be customised and powder coated to suit specific requirements. Entry to the media bay for maintenance is located at the rear and is via a card access system therefore no tools are required to access the playout equipment. The need for specialist access equipment is also not required as each screen can be removed individually.

DEBENHAM'S BEAUTY HALL, GROUND FLOOR - HANGING DIGITAL SIGNAGE

Debenham's beauty hall underwent an extensive "makeover" with a number of beauty brand concessions opting for the incorporation of digital screens in their locations. Mode-AL provided a hanging digital display structure for the new "visual merchandising hotspot' positioned in the beauty hall to enhance the shoppers' experience. The structure itself was made up of aluminium frame box sections and supported a cluster of four 46" NEC ceiling suspended LCD displays surrounding a central portrait 65" NEC screen. It was powder coated in black for a contrasting appearance.

DELIVERY

All systems were test built in our facility in Uxbridge which provided an opportunity for content to be reviewed prior to installation. This streamlined approach forms an integral part of Mode-AL's operation for all bespoke projects. Each application was then installed by the Mode-AL team, usually overnight, to limit the amount of disruption to store operations

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