



Motorised cabinet enclosure with bespoke flight case

Mode-AL – enhancing visual merchandising which feature interactive shopping technology

THE PROJECT

- Client: Jameson Irish Whiskey
- System Integrator: VisionPoint Technologies
- Technology: IR illuminated Kinect sensor with VR augmentation

Visionpoint contracted Mode-AL to design and manufacture a cabinet enclosure on behalf of Jameson Whiskey for a worldwide promotion. This famous

Irish distiller was promoting its Jameson's brand as a Whiskey of choice in duty free environments.

A portable large format "pop-up" screen was required so it could easily be transported in a flight case across the globe. The solution also featured a Gesture based Kinectic device to allow customers to interact with content on the screen via hand and arm movements.

The cabinet housed a 42" screen, a full size PC, IR illumination matrix and a Panasonic camera mounted to film the participants during the Jameson Bartender Game.



Unique Monolith Structure

For this application, Mode-AL's engineering team designed and manufactured two custom enclosures. The externals were MDF with an internal aluminium chassis and a stainless steel plinth to protect the unit while being moved around in store. To reduce the size of the display during transportation the monitor and camera section of the unit was motorised and could be lowered into the main body of the display. This enabled the accompanying flight case to be much smaller and subsequently reduced the shipping cost of each unit significantly.

Working with Visionpoint we refined the design so set up was as simple as plugging the display into a power socket. The screen raised up automatically whilst the programme rebooted and was ready for use in approximately 120 seconds. This start-up method significantly reduced the chance of on-site issues or failures caused by user error and therefore the displays proved to be extremely reliable with little or no maintenance required during their life span.

With our in-house design and manufacturing capabilities, we were able to provide an elegant and effective solution without compromising the look of the content.

DELIVERY

The enclosure was test built and fitted with the screen and all other peripherals in our facility in Greater London, providing an opportunity for content to be reviewed prior to deployment. This streamlined approach forms an integral part of Mode-AL's operation for all bespoke projects. The entire kit was placed into a flight case, also manufactured by Mode-AL, providing a complete package—thus enabling the end user to promote their brand easily and cost effectively.