

BOSS HUGO BOSS

VideoFlyer - 3G Media Update

Hugo Boss's design for their retail unit at Copenhagen Airport's Duty Free delivers quite a punch. Not only are the two shelving schemes themed in their eye-catching black and red livery - but a free standing video totem gives a dominating impression of their brand ambition.

Video provides an excellent medium for brining life-style brands alive, particularly in the men's category. Capitalizing on media from other BOSS styled activities, such as fashion shows, sports events and live music, is an excellent way to engage consumers and drive impulse purchases in the Duty Free environment.

For this installation. BOSS have used four different LCD implementations - using DV Signage 10" and 21" VideoFlyer displays with high definition solid state media players and 3G communications to remotely update the content.



Admiring the view ..
Copenhagen, City & Airport



Courtesy of Copenhagen Airport A/S



HUGO BOSS - Getting noticed at Duty Free, Copenhagen Airport, Denmark



The VIDEOFLYER displays have built-in solid state media players that run on a digital memory card and automatically loop eye-catching video content. To keep the content relevant and up-to-date, new media is uploaded to the VIDEOFLYERS on an ongoing basis using DV Studio Play and a 3G modem built into the display. The download is done at night, when the highest bandwidth is available and the data stored in the media player for playback the next day.

DV Studio Play offers a simple DROPBOX mechanism for updating media files and a 3G data SIM card. For more information please contact DV Signage Ltd.



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