

Flying the Flag for LG at Harrods

Customer

Harrods is a world famous, high-end department store located in Brompton Road in Brompton, in the Royal Borough of Kensington and Chelsea, London.



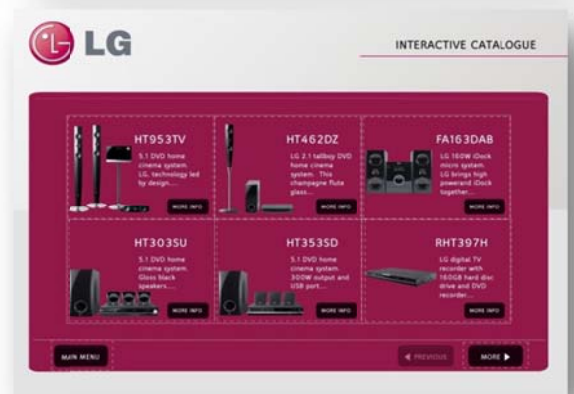
Requirement

Acquire Digital was commissioned to provide a cutting edge solution to take centre stage at a new flagship LG store within Harrods of London. Working with Microlok systems, and utilising the creative talents of Working Solutions (Creative IT) Ltd, the company helped to create an interactive multimedia experience to demonstrate products, and excite and inspire customers.

Solution

LG technology, including the very latest mobile phones, high definition televisions, and screens were built into the shop fit by Microlok, before being brought to life on the display by the award winning Acquire Digital Signage software.

Working to very tight deadlines, Working Solutions collated and produced the content for the screens, including producing an interactive catalogue with live price updates, and a show stopping large format screen display. The innovative display featured a control pod that allowed the customer to choose from a selection of large LCD and plasma screens that were lowered out of the ceiling on motorised lifts and began to play the customer's choice of content.



Showcasing the products to their best, customers could see the quality of the screens first hand, whilst the pod changed to show the features and benefits. Live support and alerts were managed using Working Solutions' Kiosk Monitor Watchdog service.

More Information

Please call +44 (0) 116 231 8921 or 888-578-8999 if you are in the USA. Or fill out our contact form at www.acquiredigital.com/ContactUs

Acquire Digital is an internationally recognized software brand, firmly established as a provider of cost effective and turnkey digital signage and kiosk software solutions, with more than 18,000 installed players and kiosks worldwide.

Working Solutions (Creative IT) Ltd is a software development and design studio with more than 10 years of experience that provides customized software solutions and websites for digital signage and kiosk deployers across the globe.

You can also find out more about Acquire from our website at www.acquiredigital.com and you can download a **FREE 30 DAY TRIAL** from www.acquiredigital.com/freetrials