



SONY STORES CASE STUDY

Overview

Sony looked to its own Convergent Media Systems to integrate digital signage into the company's new future forward retail store. The goal was to provide customers with an interactive, entertaining shopping experience and showcase Sony technologies on a harmonized, integrated platform. Convergent was also tasked to design enhanced tools for the sales staff.

Solution

- Showcase digital signage across all in-store displays, allowing independent content zones or full store synchronization.
- Develop a custom Android App that allows the sales associate to use their mobile phone to control the system to display custom content based on the needs of their customer.
- Integrate Digital messages into the in-store audio, giving customers a harmonized audio and visual experience featuring Sony artists.

Results

- The integrated digital signage platform provides messaging flexibility to highlight specific products, services or content as desired.
- Leveraging emerging technologies allows shoppers to interact with trained and knowledgeable staff. They can preview, test, compare and unlock the full potential of Sony offerings.
- Exceptional attendance and customer response has spurred plans for continued rollout of Sony Stores.





Content Synchronization and Flexibility

Each store features a long wall of screens known as the Bravia wall that showcases specific products or technologies such as PlayStation, 3D or internet TV. Each screen on the Bravia wall is connected to a SpinetiX HMP200 media player which are all integrated and time synchronized. This allows Sony to display independent content on each screen or synchronized content across all or some screens.



On The Floor Control

Convergent developed a custom Android App which allows each associate to select and control what is displayed on a given screen (or group of screens) via a smart phone.



Dynamic Fact Tags

The "Digital Fact Tag" is a visual element that appears in the bottom right corner of each screen. The Fact Tag shows the model number, product features, technical information and pricing. The data is dynamically pulled from a pricing and information data source and displayed in real time onto each screen. As information changes, the Fact Tag is automatically updated.



Integrated Music

Convergent integrated digital signage into the store's in-store music, providing a harmonized experience. Music from Sony artists is featured throughout the store and the name of the artist, song and album appear on select digital signage displays.



Dynamic Input change

Convergent developed a mechanism that dynamically changes the TV input to highlight a particular offering. Once the customer engages the 3D glasses, content on the screen is automatically displayed in 3D, creating a great experience.