DIGITAL DYNAMICS
BY VIDEO COMMUNICATION
INTRODUCTION

When looking into the 24 hour future of retail experience, Digital Dynamics is one of the most important topics in visual communication. It is all about the shift from static 2D communication to digital in-store motion films and projections. Within this Application Examples booklet, a few possibilities of the trend topic Digital Dynamics are developed to inspire and advice what the future beholds.
APPLICATION EXAMPLES
BY VIDEO COMMUNICATION

Floor signage
By using digital signage more information can be presented. Floor directions can be combined with brand names or special items that need extra attention. The signage can therefore give the consumer a broader impression of the product and brand assortment and which floor they will find their favourite brands and product.

In-store backdrops
Video panels will fill empty walls or window displays and give the space new dimensions. The garments who are presented in the same space will get an extra layer by presenting fashion shows, fashion films or images of how to combine the garments.

In between spaces
While moving to another floor elevators, escalators and the stairways will be filled with dynamic fashion images to keep entertaining the consumer.

Product presentation
Moving images are projected onto the clothes, injecting a dynamic fashion story into these rather flat garments. The product presentation turns into an exhibition feel.

Product displays
A dynamic and informative way to present brand names, product information and prices combined with images how the wear the garments.

Projection screens on the exterior of the store
During the day the windows of the Bijenkorf building can be transparent so the interior will be visible. By night the switchable transparency of the glass transforms into projection screens with for example fashion films or information about the online shop.
This Application Example is based on fashion and graphic projections throughout the store environment applied to the escalator, in the elevator or to expose products. By using these projections in combination with soundscapes, the consumer will be entertained during the entire store visit.
To create an extra emotional value to the garments, digital backdrops can be used with moving fashion images, how to wear video’s, latest fashion shows or even live streams. By showing the garments in a dynamic context, the consumer will get entertained and inspired, a perfect shopping combination.
In the night the building could transform in a contemporary artwork by using video panels with fashion motions and graphics. The video panels can also be used as an inspiration to visit the online store by presenting products and information.
KINETIC ATMOSPHERE
BY LIGHT PERFORMANCE
INTRODUCTION

Retailers are convicted to apply outstanding visual experiences instead of just presenting lots of products. An unusual, interesting and attention-grabbing store experience persuades consumers to get inspired for a long and relaxing store visit. The line between store experiences and exhibitions is fading by using light performance. Within this Application Examples booklet, a few possibilities of the trend topic Kinetic Atmosphere are developed to inspire and advice what the future beholds.
APPLICATION EXAMPLES
BY LIGHT PERFORMANCE

Signage
By using electric signage information is more dynamic and noticeable. Special items, upcoming events, new arrivals and online store information can be presented in a new technological way.

Architectural performance
Light performance can be used to make the different floors noticeable in the store. For example, blue for men, pink for women, orange for food etc. Instead of having static white balconies, light performance is an easy way to distinguish the departments.

In between spaces
While moving to another floor elevators, escalators and the stairways will be filled with color diffusing light to set the atmosphere.

Product presentation
Color suffusing light and moving graphics are projected onto the clothes, injecting a dynamic fashion story into these rather flat garments. The product presentation turns into an exhibition feel.

Window displays
Colored light or light performance, such as mirrored reflected shapes created by light projection, can convey a visual concept by theme.
Electric signage can be applied everywhere as a source of information to the visitors. It is a dynamic way of presenting floor and product information, upcoming events, special items and online store information on the outside of the building in the night.
Kinetic presentations can be used as a different way of presenting garments in-store and in shopping windows. When products need special attention or a theme setting needs to be created, color suffusing light is a temporary way to convey a visual concept.
Colored LED lightning can be used to create visual architectural exposure. The lightning can be applied to mark the different floors by using a color for each floor. On the exterior of the building the lightning can serve as a graphic performance in the night. During PR events colored lightning is an outstanding way to grab attention.
CONSUMER SPOTLIGHTS
BY INTERACTIVE DISPLAY
INTRODUCTION

The consumer role in retail has changed, they now are in control instead of the retailers. Because of the endless online competitors, retailers need to attract the consumers by creating a direct interaction. Within this Application Examples booklet, a few possibilities of the trend topic Consumer Spotlights are developed to inspire and advice what the future beholds.
APPLICATION EXAMPLES
BY INTERACTIVE DISPLAY

Window display
By using interactive window displays, consumers are invited to join the retail experience without being in the store. Interactive displays entertain passerbys and linger them in-store.

Visual experience
Consumers are used to “art-direct” their own image online on social media platforms. Therefore consumers are used to having the privilege to customize their environment. A good way to interact with your customers is to let them customize the in-store visual experiences.

Fitting rooms & Product displays
Experience and service are the two key values of today’s retail. Interactive screens applied in fitting rooms will give the consumer an inside of how to wear the garments, the availability of different sizes or colors and they could even get a 360 view on what they are wearing.

Contests
Interactive displays are often linked to the internet with it’s social media. By applying a contest in for example a window display with a direct link to the store’s social media, a lot of publicity is created.
Today’s retail is consumer driven, therefore retail environments could be a platform where consumers can interact on a creative entertainment level. Choosing the setting by color, changing atmospheres by movement or sound and digitally drawing on walls, are just a few examples. Let them be part of the experience.
Smart phones with internet are always with us therefor window displays can easily interact with social media or the online store. This example is popular to use as a contest. Uploading or taking pictures with an integrated camera can provide funny or fashionable pictures of passerbys which can be presented on social media. The most outstanding picture wins a voucher or special treatment.
Interactive product displays will upscale the in-store service level. Without needing an assistant the consumer can find all the product information by just touching the screen. Prices, availability, colors, fabric and even pictures of how to wear the garments can be viewed. Fitting rooms can have a “magic mirror,” a camera and display that adds a four-second delay so the customer can spin around and view all sides of the garment.