

JONES NEW YORK DRAWS ATTENTION TO ITS LATEST FASHIONS WITH 103" PANASONIC PLASMA DISPLAY INSTALLATION IN MACY'S HERALD SQUARE



CHALLENGE

Jones New York needed a display solution for its Macy's Herald Square location in New York City that was big enough to attract shoppers, provide a seamless appearance and show video content in portrait position. The solution also needed to be user-friendly, self-sufficient and require virtually no maintenance post installation.

SOLUTION

Jones New York installed the 103" 1080P full-HD Panasonic TH-103PF12U plasma display to provide a massive, eye-catching, seamless surface—with an effective display area equivalent in size to four 50" plasma displays.

RESULT

The size and image quality of the Panasonic display stops traffic in one of New York City's premier shopping locations, drawing customers into the store. Additionally, the warranty and service life guarantee of the device have made maintaining the quality of the display as easy as possible.

Jones New York, a distinctive, modern clothing brand for women, was looking to redesign its store inside the Macy's Herald Square location in New York City. The company decided on an installation that simulated a runway setting with mannequins on it, highlighting the brand's latest fashion offerings. Additionally, Jones New York wanted to show a video recording of a recent photo shoot the company did with famed photographer Annie Leibovitz as part of the runway showcase. The brand approached Video Visions, which designs, sells, installs and services single and multi-screen presentation systems for professional applications, about developing a display solution. The retailer had a few requirements for the display solution. It needed to be big enough to attract the attention of shoppers and draw them into the store, have a seamless appearance and be able to show video content in portrait (vertical) position. Because this was a retail installation, it was also important to install a solution that would be as user-friendly and self-sufficient as possible. Employees in the store are not IT technicians, so the device needed to be hassle free with virtually no maintenance required post installation.

Video Visions evaluated the opportunity and presented multiple options to Jones New York, including a small array of static plasma displays, some projection options and large plasma options to determine which would be the best fit for Jones New York.

The retailer finally decided on the Panasonic TH-103PF12U, a 103" 1080P full-HD plasma display. The device provided a massive, eye-catching, seamless surface to display the behind-the-scenes photo shoot video, and it is the first of its kind to be installed in the Macy's Herald Square location. Beyond the sheer size of the plasma display (the effective display area is the equivalent in size to four 50" plasma displays), Jones New York also valued the standard 3-year warranty and the 100,000-hour service life of the Panasonic plasma display. The brand needed a product that offered a high return on investment (ROI); the warranty and service life guarantee helped ensure that Jones New York was purchasing a product that would fit this criteria.

Video Visions worked with JP Metal to create the structure in which the screen would be securely housed in the portrait position—the structure was shipped, the device was mounted within it, and the operation was up and running.

"The final product is simple to use and completely self-contained," said Peter Andros, Video Visions Inc. "The screen has an internal timer to turn it on. It's connected to an Apple Mac mini loaded with Sedna Presenter software, which is equipped with a scheduler that starts displaying the loaded video content immediately."

Since the installation, Jones New York has been extremely satisfied with its plasma display solution. The size and image quality of the Panasonic display stops traffic in one of New York City's premier shopping locations, drawing attention to the mannequins on the runway adorned with the company's latest fashions. Additionally, the warranty and service life guarantee of the device from Panasonic and the support from reseller Video Visions have made the process as simple as possible.

***"The final product is simple to use
and completely self-contained."***

– Peter Andros
Video Visions Inc

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