

NEC Display Solutions Client Installation **LCD Public Displays**

HUBLOT BOUTIQUE



IMPRESSIVE VIDEO WALL IN HUBLOT BOUTIQUE IN PLACE VENDÔME

The objective of opening Hublot latest flagship store in the famous Place Vendôme in Paris “was to create a strong impact and to illustrate the prestigious nature of the brand while maintaining a management structure that was both central and local in its communication,” said Ion Schiau, International Retail Manager.



APIA SOLUTIONS AND NEC DISPLAY SOLUTIONS INSTALL IMPRESSIVE VIDEO WALL IN HUBLOT BOUTIQUE IN PLACE VENDÔME

Since it was established in 2005, APIA SOLUTIONS (part of the APIA Group) has specialised in dynamic displays and interactivity in commercial spaces in France and abroad.

APIA SOLUTIONS deploys innovative technologies, capable of meeting the specific challenges of communication. From upstream idea marketing to the on-site integration of digital media systems, APIA SOLUTIONS offers turnkey solutions that energise points of sale and deliver more services to clients.

In each project, customised and centralised tools are used to regularly update content, quickly and easily, at a point of sale or throughout an entire network.

Last November, as part of a project to fit out the Hublot boutique in Place Vendôme, the systems

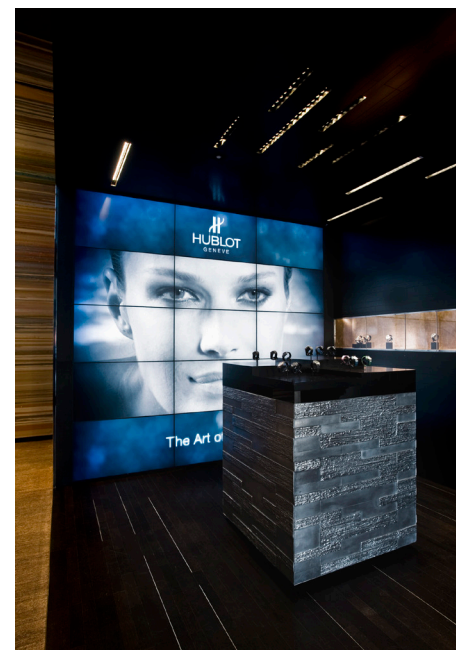
integrator opted for technical security by calling on manufacturer NEC Display Solutions, the market leader in professional screens and complete display solutions, to fit out the showroom with a video wall comprising 15 x 46-inch NEC MultiSync® X462UN screens with ultra-narrow edges.

A PERFECT VIDEO WALL* MARRYING THE ADVANTAGES OF LCD TECHNOLOGY WITH THE QUALITY OF NEC EQUIPMENT

In selecting the NEC MultiSync® X462UN model, APIA SOLUTIONS opted for screens with a 2.7 mm ultra-narrow edge and an image displayed at 98.2%: an outstanding product that can also be transformed into a video wall matrix of up to 10 x 10 if required. The product's extensive functionalities include an ambient light sensor that ensures optimum brightness levels and reduced power consumption, factory and user calibration for perfect brightness (700cd/m²) and colour uniformity, a slot for an optional cardslot, and not forgetting the

extremely narrow bezel (6.7 mm) with screen-to-screen distance between two neighbouring displays of 7.3 mm.

*46-inch public screen with professional LCD panel and NEC Edge Comp.



PLACE VENDÔME: THE LOCATION OF CHOICE AT THE HEART OF LUXURY

For Hublot, the prestigious watchmaking brand established in 1980 and operating its own network of boutiques since 2007, the objective of opening its latest flagship store* in the famous Place Vendôme in Paris “was to create a strong impact and to illustrate the prestigious nature of the brand while maintaining a management structure that was both central and local in its communication,” said Ion Schiau, International Retail Manager.

The recommendation of systems integrator APIA SOLUTIONS was to install a large-format video wall measuring 3.3 x 4 m, driven by C-nario Messenger software for a truly “open-architecture programming solution,” explained Nicolas Mahé, Project Manager at APIA SOLUTIONS.

* The boutique was designed by renowned architect Peter Marino, a past master in the great skill of marrying marketing with art. This is the 30th Hublot boutique. Other locations include Geneva, Beijing, Moscow, Shanghai, Hong Kong, Singapour, Bal Harbour, Dubai, Saint Tropez, St Martin, Mauritius and even Istanbul.

NEC, WAS SEEN AS A MANUFACTURER THAT WAS UP TO THE CHALLENGE OF MEETING THE BRAND’S DEMANDS

In order to ensure that the installation was carried out under optimum conditions, it was necessary to take into consideration certain technical constraints such as the management of audio and visual media, but also those that were “centralised” from Switzerland for all Hublot boutiques. The organisers had to ensure there was cutaway to local content, without forgetting the possibility of integrating different types of feed, such as local feed (live retransmission of brand events in Full HD) and external TV feed (Hublot TV or others).

By selecting the NEC brand, APIA SOLUTIONS chose equipment that met the stringent criteria laid down by the watchmaking brand: a professional-quality image, robust equipment and a reliable after-sales service.

These are criteria that also apply to NEC’s reputation and products, as the only manufacturer capable of delivering such an offering in the market.

Operational report: It took APIA SOLUTIONS just two weeks to complete the installation project, from setting up the structure, the interior and the screens to configuring the contents of one of biggest names in French-style luxury!



A video wall for renowned Swiss watchmaker Hublot.

INSTALLATION INFORMATION

SITE INFORMATION

SECTOR

Retail

CLIENT LOCATION INFORMATION

Hublot Boutique

Place Vendôme, Paris, France

NEC INSTALLATION PARTNER

ApiA Solutions

EQUIPMENT

15 X MULTISYNC® X462UN

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