



CASE STUDY



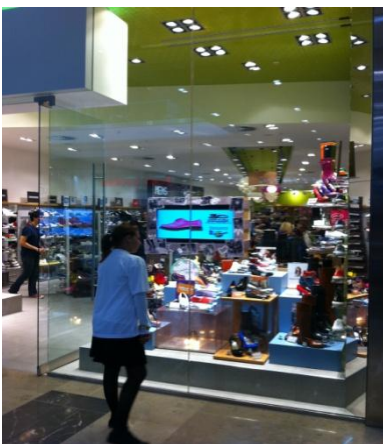
Schuh extends digital signage solution to Westfield Stratford Store (nr the Olympic Village)

Edinburgh-based fashion footwear retailer Schuh, has opened a new store in the Stratford shopping centre site recently constructed by Westfield. This store sees the 45th digital signage screen installed by retail signage experts TECKnowledge.

The objective of the digital signage is to provide a richer promotion of the various footwear brands on sale within the store and to entice more customers through the front door. The screens are situated in each window of the shop and are LG Transflective models to cope with high ambient lighting in the centre.

The signage solution will also be used to communicate to customers when the stores are closed by pointing them to their website and e based purchasing system.

Schuh appointed Hampshire based reseller TECKnowledge as their partner for the system who recommended Vision Software and tools coupled with Navori signage software. The systems have been in place now for two years and have spread from an original 5 screen pilot project to 45 screens nationwide.



Jason Park, Schuh's brand marketing manager said, 'We have to keep up with the times, and digital content is right up our target customer's street. This vehicle allows much more of our brands to advertise at any one time, than traditional printed banners. It also cuts down on costs of printing these banners and transporting them to Stores on a fortnightly basis. It also allows us to react to situations a lot faster like VAT change etc. TECKnowledge provide a first class installation and support service and I would have no hesitation in recommending them to other retailers.'

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