

LG at Harrods.

Interactive Digital Signage Solution.



Client Brief.

Acquire were commissioned to provide a cutting edge solution to take centre stage at a new flagship LG store within the world famous Harrods of London.

Acquire's Solution.

Working with Microlok systems and utilising the creative talents of Working Solutions (Creative IT) Ltd, the company helped create an interactive multimedia experience to demonstrate products, excite and inspire customers.

Features and Benefits.

- Innovative way to display content to customers.
- The ability to interact with customers.
- Allowing customers to choose content to view making a more immersive retail experience.
- Enhanced the customer experience.

The Acquire Software.

The Acquire team collated and produced the content for the screens, including an interactive catalogue with live price updates and a show stopping large format screen display. The innovative display featured a control pad that allowed the customer to choose from a selection of large LCD and plasma screens that were lowered out of the ceiling on monitored lifts and began to play customers choice of content.

Customers could see the quality of the screens first hand, whilst the pod changed to show the features and benefits. Live support and alerts were managed using Working Solutions' Kiosk Monitor Watchdog service.

