

Virgin Media.

Interactive Point of Sale Displays.



Client Brief.

A redesign of the flagship store based in Westfield Shopping Centre, London, meant that Virgin Media wanted to utilise technology and innovation to promote their products and services.

Acquire's Solution.

Acquire Digital were responsible for the creation and development of over 8 different digital interactive solutions, each designed to entice and engage potential customers.



Built like a home-away-from-home the store employs digital applications to encourage customers watch a movie, browse the web or play games. All of the digital content, including films, animation and graphical content was designed by our very own in-house content creation team.



Fun, quirky and provocative adverts located just outside of the store entices beckoning customers. They are cleverly animated to achieve maximum engagement.



The broadband wall housed in a shed in the store's 'back garden' streams live TV and YouTube videos. Again, the playback of content is managed by the Acquire CMS system specifically developed for this device. For busy shoppers in need of a rest coffee and pop corn is also served here which can be enjoyed whilst watching your favourite film or TV series.



Situated at the front of the store is the Kinect Experience. Operated through gesture control the Kinect Experience allows customers to explore the best features of TiVo and broadband provided by Virgin. This is used primarily by staff and customers as a fun way of obtaining information about the packages on offer. There are future plans to create an in store game on this device... so watch this space!

Case Study.



Ambient Screens were also included to create an atmospheric shopping experience. Customers can watch overhead to see Virgin planes passing by and listen too birds tweeting.



Every spare space is filled with digital signage. This screen displays content which is operated and managed by the Acquire software.



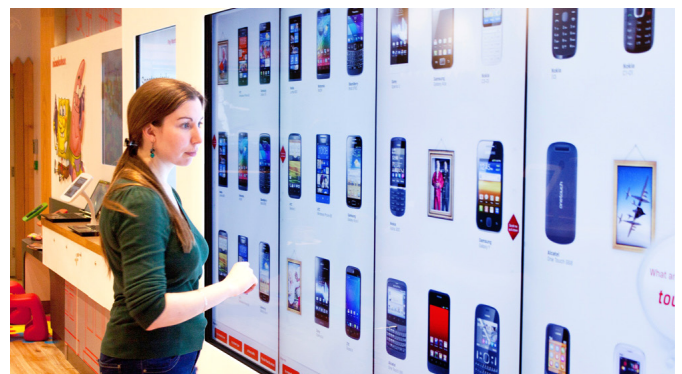
This advert panel rotates through 4-7 adverts and the playlist and order of playback can be changed by staff at any time. It was designed similar to traditional outdoor advertising posters to entice passing customers into the store.



Made up of 2 portrait digital screens the store's front door is connected to a motion sensor. The door animates on detecting movement to reveal creatures and special guests including Virgin Media's brand ambassador Mo Farah who waves you inside.



When the wall is not in use a ghost host appears indicating to customers how to use the wall. The quirky ghost host executes a range of entertaining tasks including washing the screens, juggling and tripping over.



This giant point of sale interactive touch screen is made up of 4 55" portrait screens and allows customers to browse through mobile phone handsets. The Acquire team specifically developed a web-based CMS system for the mobile wall, enabling staff to make instant changes and updates to on screen content.