



eci audio visual systems

## case study

# Greaves Sports, Glasgow

### challenge

To install dynamic displays throughout the store, to set the retailer apart from local competition – combining the state of the art AV systems with the latest, most technically advanced sports products. Designing for different areas in-store:

- Sports Clinic Area (Sponsored by New Balance) - an Auto Media Display System
- Treadmill Area – Video playback of customers specific running requirements
- Golf Department – Playback of Greaves TV Media
- ‘My Joy’ Area – 15” Interactive Touch-screen for customer bespoke sportswear purchases

### solution

The solutions include:

- Display devices ranging from Toshiba 17” LCD’s to NEC 50” Plasmas
- Auto customer ‘presence detectors’ to initiate DVD/Media clips playback
- Zoned Managed Content for store-wide displays from a Onelan media player

### benefits

wave’s Integrated Systems solution means that the right content for Greaves TV is zoned and managed to be displayed at the right locations at the right time. Within the New Balance Sports Clinic, auto sensors in the ceiling activate the Plasma/DVD player with audio when customers walk by.

A far more dynamic use of technology offering some really visual impact to the Greaves Sports Experience...



*“We are delighted with the finished result. The state of the art audiovisual equipment which has been installed allows us to show our customers our products in use, providing them with a great impression before they buy.”* Ann Leslie, Manager Director of Greaves Sports