

Creative Spotlight - Consumer Electronics Displays



Harbor Industries created this Raymarine/Electronics Control Display, which demonstrates on-board electronic navigational devices. The unit accommodates several different models that are fully operational. This display was created for Sea Ray Boat dealer showrooms to allow the customer to preview various electronics prior to installation. For more information, contact Harbor Industries, Inc., 14130 172nd Ave., Grand Haven, MI 49417.



This display along with an end cap display was custom designed for a major convenience store chain to merchandise electronic products. The versatile and flexible, modular H-frame fixture is constructed from wire, tubing and metal and features shelves that are adjustable vertically and can be set flat or in a gravity feed position. There are peg sections and DVD shelves that can be used on the basic fixture. A 4-sided header sign holder allows signs to be interchanged. For more information, contact Nashville Display, 306 Hartman Dr., Lebanon, TN 37087.



Cornerstone Display Group created this endcap merchandiser for Fry's Electronics stores to promote Sanyo-Fisher's Easy-Street, Navigation products. This interactive endcap features two units with pre-installed media cards showing a demonstration of the product. The brushed aluminum branded header reinforces the high-tech nature of the product, while bright yellow side panel graphics highlight specific features. The back wall of the header shows an enlarged graphic of an actual screen display. For more information, contact Cornerstone Display Group, 13834 Del Sur St., San Fernando, CA 91340.



Kenren 3D Imaging Inc., features the imaging process in the design of this free-standing 8 1/2" x 11" counter display for Verizon Wireless. Displays were placed in the laptop computer section of Circuit City stores to drive potential AirCard® customers to their in-store kiosk. Product graphics are changeable to accommodate future AirCard® models. Screen3D™ grabs the consumer's attention and draws their focus to the product which seem to float in space between the circles and the Verizon checkmarks. For more information, contact Kenren 3D Imaging, 3506 Brockton Ct., Jefferson, MD 21755.



This endcap display features color coding to help guide shoppers through various battery types and uses. The display is designed to accommodate both peghook packages as well as Duracell's exclusive PackOne modules, a gravity feed system that permits easy restocking. The display uses steel bars as an accent piece which is also used in other 3' and 4' versions of the display. Four-color lifestyle graphics on the header help guide consumers through the buying process. For more information, contact New Dimensions Research, 260 Spagnoli Road, Melville, NY 11747.



Se-Kure Controls offers the Vantage I & II for securing electronic product displays. With its Button Control System, each department can be programmed so that only the designated sales associates can turn on or off the desired products. From Cell Phones to Cameras and MP3 Players, the new Vantage™ can handle the entire Electronics Display. Features include: Totally Self-Contained Alarm w/Power, Color Coordinated, Auto Centering, Power Pass-Thru, Stand Heights: 4" to 10". Advantages include: Every Location Programmable, Unique Color Changeability, Cost Effective, and Minimal Installation. For more information, contact Se-Kure Controls, Inc., 3714 Runge Street, Franklin Park, IL 60131.



Above All Advertising, Inc., offers the Aire Vue™ Inflatable anywhere display system, a lightweight, durable, double-sided air-inflatable sign that replaces the traditional metal frame sign. Designed for display in front of stores or shopping centers, at concerts, on cars and even on the water. The Aire Vue™ Inflatable is available in two sizes and can be conveniently set up with an electric or battery-operated air blower or foot pump. The advertising message is seamlessly displayed on a long-lasting fabric sleeve that covers the inflatable frame. The Aire Vue Inflatable can also be ordered with printed covers or panels. For more information, contact Above All Advertising, Inc., 9080 Activity Rd., Ste A San Diego, CA 92126



Hasbro wanted the introductory display for its NetJet to explain the product and engage shoppers with NetJet content. This display allows shoppers to try the NetJet controller. The display's housing is vacuum-formed silver extruded HIPS with a 6/color label applied. The NetJet Logo is injection molded and silver pad printed. This Hasbro NetJet Display was created by United Displaycraft, 333 E. Touhy, Des Plaines, IL 60018.