

Creative Spotlight - High Tech P.O.P. Advertising



Design Phase created a two-foot-wide Garmin Fitness Watch display that was installed in Best Buy stores throughout the U.S. All watches are powered and secured to the display with a retractor allowing people to physically lift the watch off the post, and freely work all the buttons, personalizing the entire customer experience. The consumer can experience all the activities that the watches can track from hiking, running, climbing, swimming, diving, to even golfing. The endcap also further educated customers through the placement of QR codes next to each product's price tag, enhancing the shopper's product knowledge as well as heightening Best Buy's in-store/website analytics. For more information, contact Design Phase, 1771 South Lakeside Drive, Waukegan, IL 60085; www.dphase.com.



Focus Display Group has introduced the LED and USB Table Menu Board. A digital LED back light enhances the graphics on two sides. The graphic holder allows for easy changes of graphics. There are four USB ports for Smart Phone charging. Applications include on-premise areas, restaurants, cafes, in-store deli areas, etc. For more information, contact Focus Display Group, 11956 Bernardo Plaza Drive, San Diego, CA 92128; www.focusdisplay.com.



This display was a replacement for older, bulky displays in the market. The display is designed to be future proof: it is available with or without the interactive touchscreen experience. This flexible design approach allowed lower volume stores to still receive a beautiful and effective display, while allowing Armstrong to focus their investment in the stores where an interactive experience would drive sales. This display was created by In-Store Experience, 37 Franklin Street, Westport, CT 06880; www.instoreexperience.com.



GE Lighting's Meijer Cync Display was designed to showcase a smart home experience and, through interactive features, help shoppers better understand how to use the products in their homes. Items from the Cync line are exhibited in a row at the front of the display while a monitor plays a video loop until the button is pushed for sound. This display was created by Frank Mayer & Associates, 1975 Wisconsin Ave., Grafton, WI 53024; www.frankmayer.com.



Americhip offers Proto Interactive Holographic technology. Proto is the first device that lets people beam themselves to a location thousands of miles away and interact with people there. Proto is available with a touch screen so shoppers can interact with it to see products and promotional information. For more information, contact Americhip, 19032 S Vermont Avenue, Los Angeles, CA 90248; www.americhip.com.



Marketing Impact Ltd. was enlisted by CONAIR to create a cost-effective live demo display for their new Handheld Steamer that provides a 2 in 1 product: highlighting the steamer and the iron capabilities by a 7.5 inch digital screen. A battery saver motion-sensor presents shoppers with a demonstration video that features how the product works, its advantages and functionality. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.



Testrite Visual created this slender self checkout kiosk. The customer was interested in a free standing kiosk that could host their existing technology solutions while allowing easy printer refill and managing an array of cables. This kiosk is built to last with steel construction. For more information, contact Testrite Visual, 216 South Newman, Hackensack NJ 07601; www.testrite.com.



Above All Advertising has introduced this compact non-touch screen A-frame sign. The display has a storage capacity from 1 GB to 8 GB and is available with a variety of screen sizes. The unit is light in weight and folds and unfolds easily. For more information, contact Above All Advertising, 6980 Corte Santa Fe, San Diego, CA 92121; www.abovealladvertising.net.