

Visual Gems at Goldsmiths' Bullring Store



Jewellery retailer Goldsmiths has fitted a unique visual display system into its new flagship store in Birmingham's stylish Bullring, that allow promotions and exciting digital clips to be controlled remotely.

Developed and supplied by Visual Planet, the innovative internet messaging technology allows Goldsmiths' marketing team 70 km away in Leicester to decide which promotions and content to show at any given time.

Andrew Duncan, Marketing Manager, at Goldsmiths said the Birmingham store is the first in the group to install this new technology, adding: "The Bullring shopping centre is a spectacular architectural development, and we felt it was only fitting to go for a new hi-tech look at this store. One of the main attractions of Visual Planet's system is that we can use existing content supplied by brands such as Cartier, Tag Heuer, Gucci and Armani, and tailor it to fit in with special promotions."

The six 42inch plasma screens have been built into the 2,500sq ft store, and show hours of colourful moving images. Content has been supplied from websites and digital adverts of prestige watch manufacturers, limiting the input required from Goldsmiths.

Andrew said; "We didn't want to have to create more content every time we stocked a new brand. Visual Planet explained how we could cut and paste video and photograph images from screen savers, so there was no need for flash or macro media. Traditional AV companies expected a huge input from us on content, which was going to involve expensive studio and editing time. With our new system we can remove or add new visuals with the touch of a button, without even visiting the store. It was the simplest solution, looks great, and was cost effective."

Other systems that Goldsmiths considered would have involved staff in store changing a CD every hour, to repeat the same content. "This was not ideal," said Andrew. "We have TV screens in some stores and have found that staff get bored of hearing and seeing the same clips, this offers much more variety. Visual Planet's screens are programmed to self-activate in the morning and switch off at the end of the day, or we can control them remotely; so they are very low maintenance."

Visual Planet, based in Cambridge, has developed a range of display solutions that bring Internet technology to the high street, including large holograph screens where customers can interact with the displays.

Vernon Spencer, Technical Director, believes sight is our most powerful sense. He said: "Our displays create sales opportunities, showing products in an exciting and colourful way. Messages and images can be tailored for special promotions, and controlled remotely, allowing staff in-store to give customers their full attention at all times."

The Bullring shopping centre, in the heart of Birmingham, cost over £500 million offering a shopping area equivalent in size to 26 football pitches . It opened its doors to public acclaim on September 4th 2003.

Vernon added: "The new Goldsmiths store is in a stunning location and we believe our display technology compliments its contemporary surroundings."

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