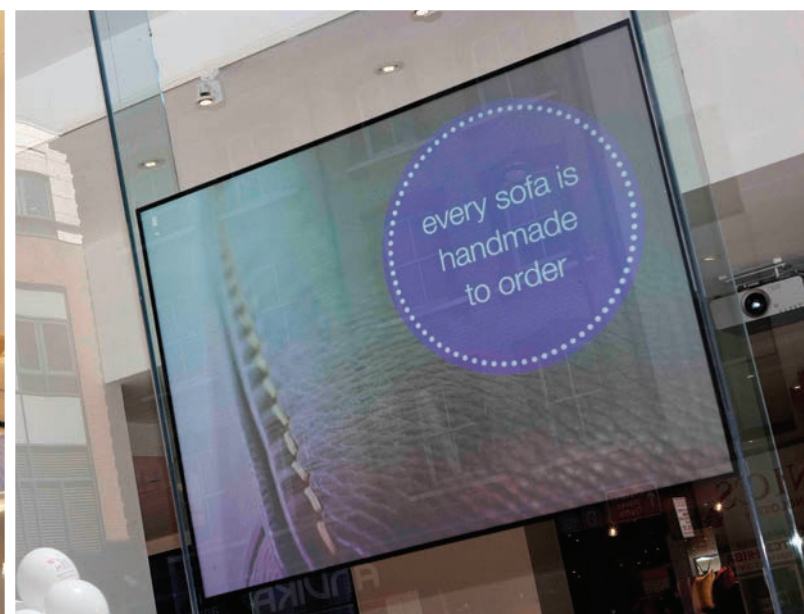
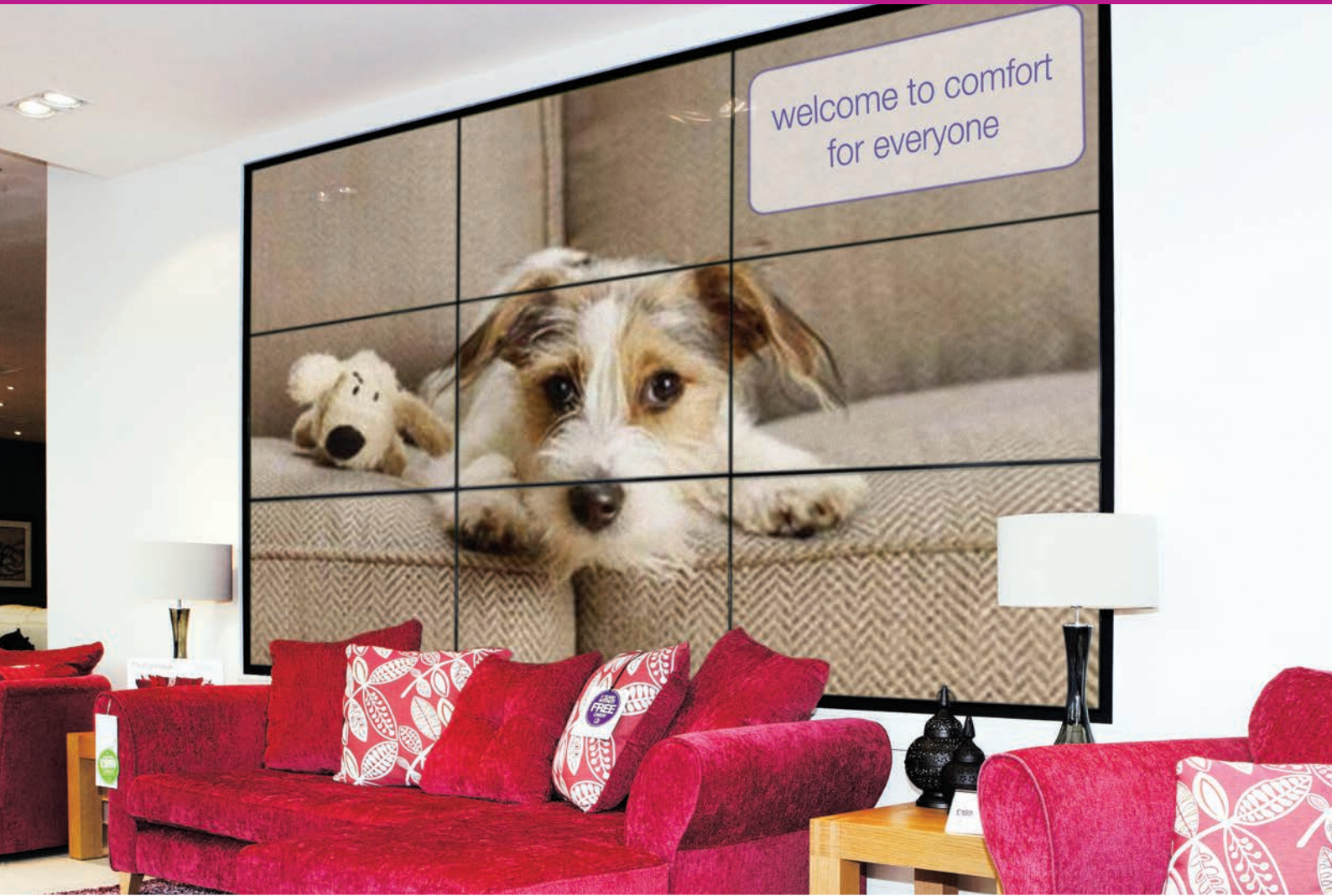


## DFS

Tottenham Court Road, London

### Enhancing the in-store experience



## Project Brief

Having acquired their first high street store on Tottenham Court Road, central London, DFS wanted to create a new design concept that would appeal to the urban demographic and complement their latest advertising campaign. The sofa brand had aspirations for technology that could be easily incorporated within the shop fit to display their digital media content.

Design consultants 20.20 were appointed to devise the in-store experience and following previous project successes, recommended the PAI Group to realise the team's technical visions and harness technology to deliver a multi-channel user strategy.



## Client Overview

DFS is the leading retailer of upholstered furniture in the United Kingdom, with over 40 years of operating history and millions of happy customers. The company prides itself on its British heritage, manufacture and service, with every piece of furniture handmade to order at the brand's three local factories.

With over 90 stores nationwide, mainly situated in out-of-town retail parks, DFS has recently placed a focus on centralised high street spaces to ensure the brand is accessible and available to a wider audience.

*"We are delighted with the results and this is largely down to [PAI's] initial advice and counsel on the possibilities regarding in store digital activity. This was new territory for our business and we are delighted to have great partners such as PAI to work with."*

**Tim Stacey,**  
DFS' Online and Business  
Development Director

## Technical Solutions

PAI's Technical Director Andy Bonehill consulted on the project from day one, offering multiple integration ideas and expert advice. The devised scheme featured four main elements, with

customer interaction and engagement at the heart of the setup.

With the shop situated in such a prime location, both 20.20 and DFS expressed the need for a vibrant front of store visual display that would actively encourage customers into the retail space. Following product demonstrations, four high contrast projection screens and projectors were specified and installed in the shop window. The displays relay media throughout the day, providing an instant and impactful interaction with passers-by.

For the main entrance, the design team envisaged an exciting video wall feature. Recognising the need for a high profile large format display, the PAI Group selected a striking screen to greet customers upon entering the store. Featuring a sleek design, the LED unit is energy-efficient, an environmental factor that was of great importance to DFS.

To accompany the key features at the front of store, the sofa brand was keen to incorporate displays throughout the two-level space that would act as 'pause and reflect points' for customers. The appointed narrow bezel screens were strategically installed across the two floors and were specified for their cost-efficiency and low power consumption.

Pivotal to the project was the inclusion of a highly configurable and networkable content management system that could capably control the in-store integrated display technology. With the client clear that each screen should display different media, the need for a system that could easily network and monitor content playback and also be managed remotely

was imperative. Having previously devised networked signage schemes, PAI had the perfect solution for DFS. The team specified a flexible and robust system, utilising media players with content management and network operation facilitated through the Cloud.

## Outcome

Working alongside the client's other contractors, the dedicated team, overseen by Project Manager Stuart Williams, successfully completed the installation to a tight time scale, ahead of the store's launch date. Integral to the project from the outset, the PAI Group now provides 24-hour post-contract support and preventative maintenance to DFS, as well as remote system monitoring, network operations and content management.

DFS are now testing the new store concept in their existing out-of-town branches.

## Key Products

- dnp projection screens
- Panasonic projector
- Samsung UE55A display
- Samsung MD40B displays
- Videro content management system
- Apple Mac Minis
- Apple iPad

**PAI**



## The PAI Group of companies

Four businesses specialising in the design, installation and support of integrated audio, video, lighting and control solutions for local, national and international clients. Together we form a dynamic partnership combining over 50 years of experience. Passionate and creative, we work with our clients to build relationships that last.

**PAI** AV/IT Integration in Leisure, Retail and Networked Digital Media and Control.

**VSI** Public Address, Voice Alarm, Induction Loop, Disabled Refuge, Audio-Visual, Stage Lighting, Performance Sound and Theatrical Systems.

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Specialist Exterior and Interior Energy-Efficient Architectural and Solid-State Lighting & Control Systems.

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