

M-CUBE SIGNS THE LARGEST VIDEO WALL IN EUROPE

The Brian & Barry flagship store in Milan lights up San Babila Square with the largest videowall in Europe

THE CLIENT

Brian & Barry was founded in 1986 when the Zaccardi brothers Carlo, Claudio and Roberto opened their first “BRIAN&BARRY Traditional” store in Monza (Milan). The philosophy of Brian & Barry is to conceive an Anglo-American style multi-brand store offering a full range of quality products for an attentive and demanding clientele.

In the years BRIAN&BARRY has expanded its offer specializing in the three fashion categories of: CLASSIC, WOMAN and CLUB/SPORTSWEAR.

BRIAN&BARRY has now 22 stores in northern Italy and is present in the city of: MILANO, MONZA, SEREGNO, VARESE and ALBA.

THE CHALLENGE

In 2010, Brian & Barry selects the premises of Via Durini 28 as the Company “Flagship Store”.

The 1500 sqm building on three floors overlooking San Babila Square, in the Milan fashion district, was restyled to endorse the Brand image of style, modernity and creative innovation.

It is here that the partnership with Samsung was sealed. The Company is to open the “shop in the shop”, creating a space within the stylish fashion store dedicated to its IT and Mobile innovation technology.

The store interior design is now to fuse harmonically fashion and technology: the large open spaces are characterized by a sophisticated and modern décor of clean lines, minimalist design, background ambient lighting and the state of the art of Samsung video technology.

Samsung ambitious project involves the installation of two mega video-walls in store and the transformation of the 17 first floor shop-windows in digital signage displays, creating the largest video-wall installation in Europe.



BRIAN & BARRY

- **Fashion Sector:**
Multi-brand store specialized in CLASSIC, WOMAN and CLUB/SPORTSWEAR
- **Company founded in 1986**
- **Flagship Store: Milano Via Durini, 28- San Babila**
- **22 BRIAN&BARRY stores in the north of Italy: Milan, Monza, Seregno, Varese, Alba**
- **Group: HERMAN SRL (historical company of the Zaccardi brothers) and BBB SPA (Group Boggi)**

THE SOLUTION

M-Cube was selected by Samsung to carry out the digital signage video walls project.

M-Cube, leader in digital marketing communication solutions for the point of sale and preferred Italian partner of Scala – the world leader in digital signage technology – has collaborated in the past with Samsung, demonstrating to have all the requisite and expertise to carry out this high profile project.

M-Cube offered a full package solution comprising: the digital signage platform, the content concept, creation and implementation and the monitoring and management of the digital signage network.

- M-Cube has offered Scala5, as the digital signage platform for the network. Scala is the most reliable and flexible digital signage software on the market able to maintain a high-standard performance anytime and anywhere.

The network programming and control is managed centrally by M-Cube. The company is also providing support for the content creation.

- Also, strong in its expertise in digital signage video-wall installations (e.g. Benetton’s digital signage windows video-walls installations in Europe), M-Cube has carried out the installation of the interior and exterior video-walls for the BRIAN&BARRY store.

The shop-windows video-wall installation challenge:

Video-walls composed of a number of modules displays and mounted near a shop-window when switched-on, do tend to over-heat especially under direct sun-light conditions. It is therefore paramount to devise a suitable ventilation system of the installation to withstand functioning 24/7 even under critical conditions.

Store Interior

- **Ground floor:** in the entrance hall is present a maxi video-wall of 3 meters 60 by 1 meter composed of 6 Samsung seamless 46” monitors 460UT-2.



“We are excited to be partner in this project which we believe will become a benchmark in the communication on the point of sale. Tying the name of M-Cube to Europe's largest digital signage installation is a source of great pride and a confirmation of the quality of our work.”

This partnership has allowed us to employ our technological know-how to create a cutting-edge communication project, endorsing the full potential of a constantly evolving technology such as digital signage”.

Leonardo Comelli, CEO and Sales Director of M-Cube



CASE STUDY: BRIAN & BARRY

- **Basement:** (level -1) in the area dedicated to Samsung technology – the shop in the shop- a video-wall of 3 monitors in length by 3 monitors in height has been mounted. Monitors Samsung 460UT-2 seamless.

Store Exterior

- The 17 first floor shop's windows have been transformed in digital signage windows displays: each window has been fitted with 9 monitors full H/D 46" seamless Samsung (460UT-2) disposed in a row of three monitors in length by 3 monitors in height. The total number of monitors amount to 153, covering a total surface of 102 sq.m

The largest digital signage video-wall in Europe

THE CONTENTS

Thanks to the innovative technology solution Brian&Barry has been able to fuse the world of fashion and hi-tech in line with its vision of lifestyle and modernity: "Reinventing Retail for the XXI century".

The video-wall in the Samsung's shop-area presents the novelty of the IT and Mobile technology of the Company while, the ground-floor video-wall displays a content-mix of images and videos to provide a multi-sensorial shopping experience to the store customers.

The first floor video-walls windows instead are a poly-functional communication space projecting on San Babila Square high impact engaging images and videos of the latest BRIAN&BARRY collections as well as the work of young artists, art academies and institutions, bringing colour to the city of Milan.

BENEFITS

The video walls installation have provided BRIAN&BARRY with a cutting-edge communication channel to interact with his audience and change the customer shopping experience in-store, positioning the Brand as a benchmark reference for the retail sector.



Claudio Zaccardi,
President and Founder of
Brian & Barry, with his
brothers Carlo and
Roberto, said:

"The store is a point of reference in Milan for an attentive and exigent clientele coming from all over the world. To be partners of M-Cube and Samsung and, to have the largest digital signage installation in Europe, makes us the leaders in our sector. We are convinced that the future of retail is in this direction, Reinventing Retail for the 21st Century!"

CASE STUDY: BRIAN & BARRY

BRIAN & BARRY



Since the first opening in 1986, BRIAN&BARRY has proved to be a successful project: an America-style multi-brand store in the city center offering the most famous fashion brands and an impeccable in-store service thus creating a strong customer-loyalty.

In 1997 opens the first DOUBLE B store, a division of the well-known BRIAN&BARRY brand. DOUBLE B stores are located outside city centers in large shopping malls. The new brand offer a wide selection of men/women, classic and sportswear clothing from well-known brands at an excellent value for money.

BRIAN&BARRY and DOUBLE B are managed by: **HERMAN SRL** (historical company of the Zaccardi brothers) and **BBB SPA** (Group Boggi, leader in the menswear retail with more than 100 stores and 500 employees worldwide. The group is present in Italy, France, England, Switzerland, Spain, Germany, Middle East and India).

SCALA



Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions. Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks. The company's customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more.

Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan, as well as more than 450 partners in more than 60 countries. More information is available at www.scala.com



Carlo Barlocco, VP IT & Telecom Network Divisions di Samsung Electronics Italia, said:

"Samsung has always paid attention to the development of high-end technologies that marry elements of modernity and elegance, like the hi-tech video-walls installations we have developed for the BRIAN&BARRY store. The exclusive partnership signed with BRIAN & BARRY confirms our commitment to seeking new opportunities that allow us to develop ideas and innovative solutions"

SAMSUNG ELECTRONICS



Samsung Samsung Electronics Co. Ltd is a global leader in consumer electronics, semiconductor, telecommunication, digital media and digital convergence technologies. The Company revenue in 2010 was \$135.8 million, it has 206 offices in 68 Countries and 190,500 employees. Samsung Electronics Co. Ltd is divided in eight independent business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD.

Samsung Electronics is a leader in the production of digital televisions, memory chips, mobile phones and LCD-TFT monitors worldwide and it has been recognized as one of the global brands with the highest business growth.
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ABOUT M-CUBE

M-Cube SpA, part of the Media-Technologies Group, started its operations in 2001 from the vision of offering new technologic marketing solutions for the point of sale. Its activities started with the patented technology of web-based in-store radio. In 2004, M-Cube started its partnership with Scala for the Italian territory. M-Cube specializes in audiovisual/multisensory technology and is a leader on the Italian territory for the development of ad-hoc solutions. As a dynamic company in continuous evolution, M-Cube is capable of adapting the new market trends to the specific needs of its customers coming from multiple industry sectors: banking, retail, corporate, hospitality and transport.

Are customers of M-Cube: Giorgio Armani, Trussardi, Mc Donalds, Euronics, Walber, Esselunga, Despar, Obi, Stefanel, Illy, UBI Banca, IBM, Cariparma, Michelin, ATM Milano, ICMoving, Acqua & Sapone and many more.