Digital Signage Case Study

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With a worldwide presence, including Paris, London and Austin Texas, Mood Media is a world leading brand for outlet customer experience. Their expertise stretches from AV content display to interactivity and from sensory experiences to music.

For the opening of the new Générale de téléphone (Orange Group) flagship store, Mood Media has created and installed a full complement of AV equipment. Situated on the outskirts of Paris (94), in the Créteil Soleil shopping centre, the new 130sqm Mood flagship boutique gathers many connected objects, audio devices and smartphone accessories. “Because of its positioning and the very nature of the products on the shelves, the Mood shop is at the heart of new technologies,” explains Olivier Inglebert, product marketing director at Générale de téléphone. “All items sold in this shop are linked to new technologies. Our goal as a company is to democratise their usage”.

As an early adopter of technological innovations, the shop was keen to get equipped with a state of the art visual solution. They called in Mood Media, who quickly recommended the installation of a Digital Projection E-Vision 8500 laser phosphor projector. “The aim of this project was to surprise people, and this partnership with Mood Media allowed us to create a unique concept based on client experience, using a clever combination of commerce and technology”, adds Inglebert.

For this new outlet, Générale de téléphone wanted to feature an impressive video wall to promote their products and create visual engagement with their clients, while sticking to a reasonable budget. “We quickly realised that using a laser projector from Digital Projection would make it twice as cost effective for us compared to video screens, explains Julien Minier, technical account manager Europe at Mood Media. “For this particular outlet, we opted for a Digital Projection E-Vision 8500 DLP laser projector which boasts 20,000 hours of continuous usage, without the need to replace any lamps or spend time servicing it.”

### E-Vision Laser 8500

**Key Features of the E-Vision Laser 8500**

- WUXGA Resolution
- Laser illumination
- 8,500 ANSI Lumens
- 20,000 hours illumination on laser models
- 1-Chip DLP

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Digital Projection Showcases Laser Superiority in Mood’s Flagship Store