

Perfect Timing

Involved : 103" Plasma Display
End user : Jura Watches
Placement : Mayfair, London
Install Date : December 2007
Partners : PSCo - Installer



Jura, the luxury watch retailer, recently invested in a refurbishment which saw the addition of the World's Largest Plasma Display to their AV store, forming an outstanding AV Solution.

The Cutting Edge of Technology

The Jura store in London's Mayfair aims to create a dynamic retail environment that supports the luxury consumer in experiencing brands, challenging traditional forms of luxury retailing with a themed environment and by utilising technology to bring brands alive.

Specialist UK distributor, PSCo, was contracted to install the 220kg plasma manoeuvring it into the store in a protective flight case, securing it onto the walls to ensure a visually stunning experience for visitors. The spectacular display allows the effective communication of specific marketing messages combined with high resolution imagery.

Alastair Laidlaw, Marketing Director of Jura, commented:

"The plasma screen creates a dramatic visual impact when customers enter the store. We wanted both the largest and the best possible screen available for the focal point and this turned out to be the Panasonic 103"."

Heavy investment in the innovative system has allowed Jura Mayfair to attain the full support of prestigious brands such as Bell & Ross, Girard Perregaux, Bremont, Eberhard, Maurice Lacroix, Porsche Design, Oris, Jean Richard, TechnoMarine and Perrelet.



Alastair continued:

"The brands have fully embraced the concept and have worked hard to provide exceptionally high quality images and content. Our customers really enjoy interacting with the technologies and staff can use the electronic media as a resource to show the extended range and options, beyond the watches on display in the store."

Key Facts

- Slim, Sleek design to fit in with surroundings perfectly
- FHD Quality to show exquisite detail of the watches
- Dynamic signage to bring the store up to date with technology
- Product information & Manufacturer advertising space. Embraced as a messaging medium for the watch manufacturers.

Local Contact

Name: Lisa Justice

Panasonic UK Ltd
Willoughby Road
Bracknell, Berkshire

Address: RG12 8FP, United Kingdom

Tel. +44 7799071584

Email: Lisa.justice@eu.panasonic.com

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Panasonic AVC System Europe Company

A division of Panasonic Marketing Europe GmbH
Hagenauer Str. 43, D-65203, Wiesbaden, Germany

Email: plasmadisplaysolutions@eu.panasonic.com

www.panasonic.eu

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