

Biagio
the jeweller

Video Wall Signage – Biagio the jeweller

The Customer - Biagio the Jewellers

Biagio the Jewellers is an independent jewellers established in 1989 by creative jeweller and diamond specialist Biagio Patalano.

The owners started out in business over 20 years ago with a clear vision to set up a shop for people to visit and have a vast selection of jewellery designed and styled in a way you would find nowhere else except London, New York and Europe.

Today this vision has come to fruition with a shop in Bicester and Thame, Biagios are purveyors of some of the most sought-after brands and finest designers such as GUCCI, Emporio Armani and Jorge Revilla.

The Scope

In order to keep moving forward and progressing the business, Biagio Patalano decided to embark on the challenge of opening a brand new shop in Bicester. The new store was to be triple the space of the previous shop and would become the brands flagship store.

With Biagio the jewellers renowned for discovering 'something different' in jewellery the owner was keen to reflect this in all elements of his new shop. With décor taking inspiration from New York to Italy, eye-catching elements to the shop include 2,500-crystal-rich chandeliers, Italian marble and princess chairs.

Having seen video walls being used in other retail environments the owner

Retail



Advertising

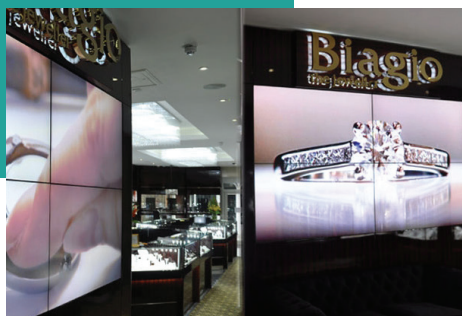
knew it was something that could provide the necessary wow factor to the new shop build. It was seen that the video wall could be used to engage customers as they entered the store showing videos and dynamic content.

The Solution

With a clear vision of the final impact to be achieved, the owner turned to the web for inspiration and made contact with Anders+Kern (A+K), a valued PADS4 reseller in the UK.

After an initial discussion to establish a briefing A+K were able to offer a number of design scenarios for consideration. After providing technical drawings of various screen arrangements Biagios were able start visualizing what a video wall could look like.

In the end it was decided a 2x2 video wall offered the best solution. Maintaining a 16:9 aspect ratio for the video wall provided the option to extend content to other single screen locations in the future without the need to consider producing or sourcing new content.



With the PADS4 resellers technical team involved from the early stages of the project they were able to liaise with third party contractors including electricians and shop fitters. This ensured everything was in place so the video wall could be installed to provide the wow factor.

Using the built-in tiling feature of the Video Wall Displays made it possible to daisy chain content from a single output to span all 4 screens.

The video wall content is driven by

PADS4 digital signage software and is used to show aspirational content and brand videos to prospective customers. For example, video content is provided by Jorge Revilla and GUCCI showing jewellery and watches being made by hand.

These videos show the customer the quality and craftsmanship that goes into the final product and help re-enforce the prestigious nature of the brands.

Biagio the Jewellers decided they wanted to have minimal involvement in creating and managing content themselves and were only concerned with seeing the end result. PADS4 enables this customer to have the content hosted and managed from a remote server location, by anyone with the right access permissions.

The Result



The video wall and digital signage have proven to be a success in raising brand awareness within the store. Now thanks to the scalability of PADS4 digital signage software, Biagios have the opportunity to roll out their signage to other stores or locations whenever they are ready to expand.

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