

## Leading Fashion Specialty Chain Selects 3M Multi-Touch Displays for In-Store Interactive Brand Experience

### The Application

Retailers are constantly looking for new and innovative ways to improve their customers' retail shopping experience. Positive shopping experiences can have a tremendous impact on a retailer's business by increasing customer visit time, repeat visits to the store, and improving the chance customers will recommend the store to friends and social contacts. In addition, providing a positive shopping experience can help retailers build and maintain a positive brand association in the marketplace and keep their stores as a top of mind retail destination for shoppers.

A leading fashion specialty chain decided to create a unique interactive experience in their children's clothing department that both entertained and held the attention of children while their parents shopped nearby without distraction. Using both physical and digital elements, this concept called for creating a highly-engaging exhibit that encouraged kids to create, explore, interact and have fun. Understanding that today's youth are extremely tech savvy, the retailer envisioned incorporating several large-format, multi-touch enabled displays into this interactive exhibit, outfitted with exciting and intuitive multi-user applications. In doing so, this fashion specialty chain created a playful and memorable collaborative atmosphere for kids in their stores.

### The Problem

When selecting an interactive display, it was imperative that this fashion specialty chain find an intuitive, easy to use, multi-touch display that could maintain a tablet-like user experience even with several users interacting on the screen at the same time. The retailer wanted a large format multi-touch display that would draw the attention and entice passersby to the exhibit while also comfortably accommodating multiple users. Maintaining the integrity of the design and aesthetics of the children's interactive exhibit was also a key requirement for the retailer. The exhibit designers envisioned these multi-touch displays being a natural ingredient of the retail environment through sleek fixture integration. And, being in a high traffic retail environment, the retailer needed highly-reliable, commercial-grade, multi-touch displays that would withstand the continuous use and operate effectively in the strong lighting conditions typically found in retail environments.

When initially evaluating large-format multi-touch touch displays, the fashion specialty chain was unable to find one that met all of the retailer's key requirements. The optical- and infrared (IR)-based multi-touch displays they initially evaluated did not meet their interactive touch performance expectations of providing the same user experience as a



smartphone and tablet device. Also, since the optical- and IR- based displays had a limited number of available touch points they were not conducive for multi-user interactions where multiple children would simultaneously interact with these displays. And, the optical- and IR-based displays required a pronounced bezel to accommodate their touch sensing components, which impaired these displays' ability to blend into the sleek industrial design of the interactive exhibit. Finally, the retailer was concerned that the optical and IR displays' touch performance could be compromised by ambient light commonly found in retail environments.

Not finding a multi-touch display that met these key requirements, led this retailer to expand their search for a high-performance multi-touch solution.

### The Solution

The 3M™ Multi-Touch Display C3266PW (32-inch chassis) was the ideal solution for their retail application. This purpose-built chassis display featured 3M Projected Capacitive Technology (3M PCT) which provided high-performance multi-touch functionality of recognizing 40 simultaneous touch points at a 10ms response time. 3M's multi-touch functionality was a natural fit for the retailer's interactive children's exhibit by providing a superior user experience and accommodating multiple users simultaneously interacting in a fun and collaborative atmosphere.

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32-inch 3M™ Multi-Touch Display C3266PW

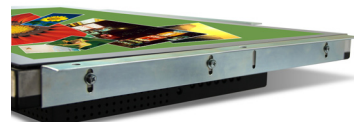
The C3266PW display also features a premium LCD with 1080p Full HD resolution for sharper images, LED backlights for enhanced color brilliance, reduced power consumption, ultra-wide 178 degree viewing angles for consistent views throughout the exhibit, and a 120Hz refresh rate that ensures digital content maintains sharp even when in motion. The premium LCD helped enhance the user's interactive experience by delivering brilliant interactive content and enticing passersby to visit the exhibit.

The C3266PW display's versatile form factor features a removable bezel on an open-frame chassis and a slim 2.6" total chassis depth which allowed for seamless integration into the interactive environment fixtures specified by the exhibit designers. Without the need for a bezel, the C3266PW chassis provided a sleek and elegant integration solution which maintained the overall aesthetics of the exhibit. The C3266PW chassis is also built with industrial-grade components, chemically-strengthened glass, and an advanced cooling system that provided the retailer with a durable and reliable performance in the demanding high-traffic retail environment.

The combination of its high performance multi-touch functionality, premium Full HD LCD, versatile integration options and commercial-grade components made the C3266PW display the ideal solution for this retailer's interactive children's department exhibit.

## The Result

This leading fashion specialty chain recently implemented this visionary interactive retail exhibit during a planned renovation of the children's department of its flagship store. Several C3266PW displays were integrated into the exhibit and provided a highly-engaging, interactive collaborative platform for kids to play and have fun. The feedback from parents and the retailer's sales personnel was overwhelmingly positive. The children's interactive exhibit created great excitement and buzz that helped the retailer differentiate its shopping experience from other area stores and drive additional traffic to the store. Based on these results, the retailer is planning to roll out this interactive exhibit to other key store locations and is evaluating a complete roll out to all of its U.S. stores.



Versatile mounting options  
(mounting brackets (shown and included)  
and 200 x 200 mm VESA pattern)



Slim, compact design



### 3M Touch Systems

Subsidiary of 3M Company  
501 Griffin Brook Park Drive  
Methuen, MA 01844 U.S.A.

1-888-659-1080

[www.3m.com/multitouch](http://www.3m.com/multitouch)

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