Creative Spotlight - Consumer Electronics Displays

Ace Hardware wanted to boost battery sales at its larger square footage retail outlets. The Ace Hardware Merchandising Department asked their Duracell Account Executive to develop a new Battery Center program that would provide a category solution that balances the brand equities of Ace Hardware, Duracell and Energizer and the Ace private label brand, Do It Best. This display was created by New Dimensions Research Corp., 260 Spagnoli Road, Melville, New York 11747; www.ndrc.com.

DUCO's NEW GEN V Digital Audio Player offers the ultimate sound clarity for retail displays. The GEN V supports MP3, WAV, and FLAC file formats. FLAC stands out as the fastest and most widely supported lossless audio format. With options that include optical output, audio input and Bluetooth wireless capability, the GEN V Digital Audio Player delivers the broadest spectrum and highest quality in sound reproduction. For more information, contact DUCO Technologies, 191 N.Gibson Rd., Henderson, NV 89014; www.ducotech.com or www.lcdmediaplayers.com.

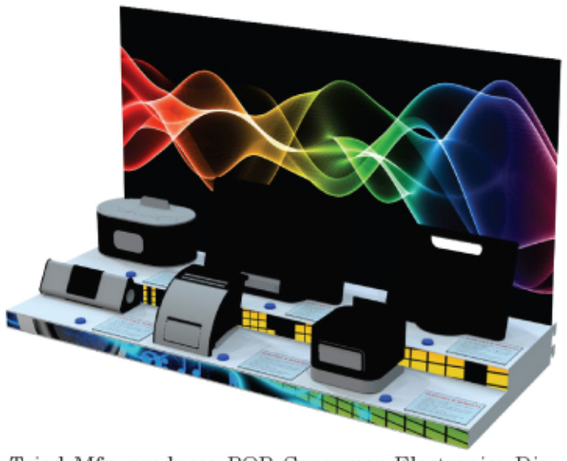
Walls + Forms now offers an expanded collection of indoor and outdoor kiosks. Interior units include a decorative topper with LED lighting (interior), a 4 X 4 post with standards, adjustable shelves on standards, inset standards, and a decorative base cap that conceals casters. A wireless retail island kiosk is designed for cell phone and accessories display. It offers features including a transaction counter, a storage/display counter, small showcase corners, a low height media counter, an upper signage header section, and a swing gate. All wireless retail island kiosk units are accessible for wire management via trap doors. Each unit is manufactured in a "module" format, to allow for additional modules to be added or subtracted for multiple configurations. For more information, contact Walls + Forms, P.O. Box 741112, Dallas, TX 75374; www.wallsforms.com.

Proprint Services litho printed these in-store posters to help authorized retailers promote sales of the iPad and iPad mini. There were several different posters manufactured for different sized stores and locations. Each poster was on thick card stock, printed full colour, trimmed to size, and distributed across the country. These posters were created by Proprint Services Inc., 5-5621 Finch Avenue East, Toronto, Ontario, CA M1B 2T9; www.proprintservices.com.

Future Shop Stores are featuring this durable Blu-ray End Cap Display. The display is constructed from metal, and has screened plastic end panel signs and header sign. The metal parts have a bright silver powder finish. The display stocks Blu-ray players and movies, and features a 37" wide screen HD TV and Blu-ray player to demonstrate the products superior resolution. This display was created by Nashville Display, 306 Hartmann Drive, Lebanon, TN 37807; www.nashvilledisplay.com.

The Garmin West Marine display was created to present seven live Garmin units, highlighting the breadth of their "On the Water" device offerings in 300 West Marine stores. The display was constructed in a way that allowed consumers to interact with live, fully functional devices, while being simple for stores to install. Because all live units were connected, wired, tested, and a Sirius XM Weather Receiver activation completed before being shipped out, stores only needed to place the display on the existing store shelf and plug it in. Serial numbers for each device within the display were also tracked for both functionality and security. This display was created by IIG InStore Innovation Group, 3401 E Truman Rd.Kansas City MO 64127; www.InStoreInnovationGroup.com

ImagiCorps recently partnered with two Marmon Group companies, Streater and LA Darling, to produce new ground breaking Microsoft store within a store formats at Best Buy. DCI Marketing provided the Surface branded tables.By inserting a Windows store within the larger Best Buy footprint, Microsoft is able to promote Windows 8 throughout the department in a manner consistent with the brand. Store representatives trained by Microsoft are able to offer in depth support and consultation services at the point of purchase. This Microsoft store within Best Buy program was created by ImagiCorps, 10500 231st Way NE Redmond, WA 98053; www.imagicorps.com.



Triad Mfg. produces POP Consumer Electronics Displays for headphones, Bluetooth wireless speakers, I-Docks & I-Homes. The displays are all sheet metal, custom bent and formed, punched and welded, finished in a solid color white powder-coat, shelf sitting or wall slotted standard fitting with universal brackets. Internal added technology is all enclosed under the display surface, accessible from below, and is available to turn the sound on and off on specific products once that product is selected. Security tethers are available as well as alarmed hardware. Customized programmed electronics boards and hardware can be developed to meet expanded services and offerings needs. Triad offers a one level display or stepped two level unit that offers increased signage opportunities. The unit's overall dimensions are 36" width x 14" depth x 22" height. Lifestyle graphic imagery and back graphic sign holder panels are available. For more information, contact Triad Mfg., 4321 Semple Ave., Saint Louis, MO 63120; www.triadmfg.com.