

EX-7550

- 24.2MP APS-C CMOS Sensor
- 3.2" 2,539k-Dot Tilting Touchscreen LCD
- Built-in Wi-Fi with NFC
- Reviews: ★★★★★

OFFER \$30 per month **\$720**

EX-7550

OFFER

\$30 per month

Bluetooth symbol

“ An electronics store is difficult for ESLs – which are wirelessly updated – as we’ve so many products and wireless networks working on different frequencies. But Displaydata’s enterprise solution is delivering rock-solid performance, allowing our IT team to update one label or thousands – in seconds. We can easily align online and in-store prices and further improve the shopping experience for customers by offering timely price and promotions. What’s more our associates are free from labelling tasks to spend more time with customers. ”

Store Manager, B & H Photo Video

OPTIMIZING THE STORE EXPERIENCE

OPPORTUNITIES. REALISED



OPPORTUNITY

Since 1973 B & H Photo Video has been the go-to place for the best prices and service for photographic, audio, video, computer and home entertainment. Its New York superstore, located at 420 9th Avenue, ranges over 6,500 m² and is the largest non-chain photo and video equipment store in the US.

While around 5,000 people visit its store daily, B & H Photo Video also has a high profile online and social media presence, with over 400,000 followers on Twitter and close to 700,000 on Facebook. Indeed, it transacts the majority of its sales on the internet. With this in mind, it looked for an agile price and promotion solution to enhance its in-store experience, match the speed at which it can amend prices online (and ensure in-store and online prices align) and reduce the amount of time its associates spend on labelling.



BENEFITS

- Update price and promos remotely
- Easily align omnichannel pricing
- Free staff to serve customers
- Fully-graphic, bright and colour-consistent labels
- Rock-solid wireless performance

SOLUTION

B & H Photo Video has installed Displaydata's Dynamic Solution with Electronic Shelf Labels (ESLs) designed for the enterprise. The solution includes 11,100 fully graphic Chroma three-colour labels (black, paper white and red), including Chroma 16, 21, 29, 42, 60 and 74 to accommodate different sections within the retail space. The labels are wirelessly linked – by just nine PoE Dynamic Communicators in-store – to Displaydata's centrally managed and easy-to-use software platform. Centrally managed, one person using GUI-based Dynamic Create can design, amend and update templates, and updates can be pushed to one or all of the labels – in seconds. In addition, B & H Photo Video has created software for handheld computers utilising Displaydata's Dynamic Command API, which allows its associates to scan products and link them to a planogram location. Mapping the location of products in-store in this way ensures the right labels are updated as and when needed.

RESULTS

B & H Photo Video is seeing benefits across three categories: technical, marketing and operational.

From the technical side, B & H Photo Video's store environment is a demanding space for ESL solutions. The store contains thousands of electronic products such as TVs, phones and appliances, with many transmitting wirelessly using Bluetooth or Wi-Fi. Most of these devices use the 2.4 GHz wireless spectrum – the same spectrum used by most ESL vendors to manage communications with their labels – and this caused interference, which led to their solutions becoming unstable.

In contrast, communication between Displaydata's software and labels takes place in the sub-1 GHz radio frequency range. By using this uncongested area of the radio spectrum, and Displaydata's proprietary wireless protocol, performance has been rock-solid with no interference with the thousands of Wi-Fi, ZigBee and Bluetooth products in-store. Displaydata's solution also needed less hardware – with no requirement for any servers in-store. Indeed, just one instance of its Dynamic Central software is needed to design and change labels and send that data to labels via the Dynamic Communicators. The labels also report back to the IT team to confirm what they are showing and that updates have taken place.

From the marketing perspective, B & H Photo Video selected Displaydata's Chroma labels because they were felt to provide the best displays available and to draw attention to promotions. As well as delivering the best and most consistent colours across all sizes, the labels' fully graphic and three-colour options provide a versatile canvas for B & H Photo Video to highlight promotions that are continually changed. What's more, the B & H Photo Video team is especially keen to highlight that, in a world of fluctuating prices, and customers looking up items online before making a purchase, the labels help the store stay competitive by offering the most current and accurate prices to its customers.

From the operations perspective, the labels allow B & H Photo Video to easily align omnichannel pricing and free store associates from manual relabelling to fully focus their attention on better promoting the merchandise and assisting customers.

Moving forward, the success of the deployment led B & H Photo Video to evaluate Displaydata's larger 7.4 in Chroma three-colour labels.