

# H&M

## San Francisco, California

Project: Video Wall Array  
Contract Value: \$250,000.00



For an idea to get from the catwalk to the storefront, it needs to be seen. The world of fashion is a visual market and it relies on eye catching styles and patterns. The world of video works in the same "fashion." Spectacular displays that present dynamic graphics and clips are what will keep the attention of the would-be consumer. Combining the two is a perfect marriage.

H&M, a leader in the fashion industry, worked with Diversified Media Group to install an array of attention-grabbing displays.

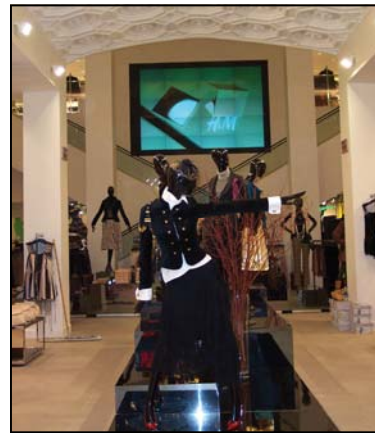
DMG designed a seamless video wall which is the key visual ele-

ment of the main selling floor of the new "marquee" San Francisco store.

This 4 x 5 video cube wall was erected above the crossing point of up and down escalator banks on a custom-designed rack system. This system meets all local earthquake zone building regulations.

The wall is programmed as a full screen device most of the time, with the ability to switch in other content layouts as needed. The screen also has local source control for switching content feeds on site, such as, local pricing and titling for sales and special events. This screen is capable of network control for adding and deleting content by corporate marketing management as part of a digital signage system.

Service is provided through the DMG managed network.



### Special Points of Interest

- *The Video Wall is an impressive 18 foot diagonal in size and noticeable from almost anywhere on the main selling floor.*
- *The custom built mounting system went through rigorous testing to meet the earthquake zone building regulations.*

