



dnp Holo Screen™ installations in the HUGO BOSS concept stores in Hanover, Germany (this page) and New York (next page).

HUGO BOSS goes high-tech

Germany: dnp Holo Screens play an important part in the new HUGO BOSS branding project.

Two of the first screens were installed in Hanover and New York. And by the end of 2001, 23 HUGO reference stores all over the world will be made over and fitted with holographic screens.

Screen extravaganza

The creative concept of HUGO's new window display strategy can be described as "HUGO goes High-tech". HUGO was in search of an innovative way to present new, monthly changing video clips. And after presenting the dnp Holo Screen to HUGO, the German AV company MediaScreen won the contract for one of the world's most "fashionable" AV installations.

MediaScreen reports, that HUGO's main reason for choosing the dnp Holo Screen was the extravagant "feeling" that surrounds this new type of screen.

The easy and efficient way of installing it in all the different locations was an additional bonus. Another important criteria was the possibility to use the Holo Screen in bright daylight.

Individual solutions for each store

As all HUGO stores have different space and lighting conditions, MediaScreen had to plan each installation very carefully in order to get the optimum result. In some stores the installers had to pay special attention to bright backgrounds, light from the back – or window reflections from the opposite side of the road. Other stores are situated in malls without daylight which opened further possibilities to position the screen.

For each window display MediaScreen drew an exact plan in order to calculate the correct projection distance and projection angle. Depending on the height of the ceiling and the depth of the window, they decided if the projector should be positioned in the ceiling or on the ground – or whether a mirror was needed. In half of the HUGO stores MediaScreen used a ceiling

mounted system, and in the other half a stand on the floor. In most cases a mirror was used to redirect the projected image.

Positive feedback from clients

MediaScreen reports that HUGO is very satisfied with the quality and the extremely positive feedback they get from their customers. The "magic" of how the holographic images works is the main question the shop managers get asked during the day. They are proud of being able to use this new technology in their stores as one of the first fashion companies stepping into the new area of "e-advertising".

Facts

Installer = MediaScreen

Screen = dnp Holo Screen 40" and 60"

Projector = Sanyo XP30 and Sharp XG-P10

Lens = Standard lens or Wide Angle Zoom lens

