



Case Study

Hyundai Department Store Pangyo Branch

SMART Signage perfects a digital shopping life

Overview

Hyundai Department Store Pangyo Branch, which was opened in August 2015, is writing history in the retail industry with a new shopping paradigm by providing the food court where customers can enjoy famous products in other countries, the biggest culture center in capital area, and lifestyle-oriented stores that focus on customer experience. This is where Samsung SMART Signage comes in to provide a more convenient and new shopping experience.

About Hyundai Department Store

Hyundai Department Store, established in 1968, is a Korean retailer who operates department store business in various places throughout the country. Its Pangyo branch was opened in 2015 and is the largest of the Hyundai Department Stores in the metropolitan area, more than 900 global brands from 42 countries have entered the store.

Technology Highlights

- All-in-one product without the need for an additional set-top box
- Easy to create content by the built-in MagicINFO and media player
- Video wall with ultra slim bezels(3.5mm) and much clearer screen
- Automatic image rotation feature supports various contents
- High luminance(700 CD/M) with low power consumption



Customer Needs

Hyundai Department Store Pangyo Branch has a breathtaking size (about 92,561m²) and features brands that are popular in New York, London, and Milan. It has built cultural spaces including children's museum with the theme of books, book theater, and library for travelers, emerging as a new complex space for shopping and culture. Hyundai Department Store Pangyo Branch, which is one of the hottest places in the wider Seoul metropolitan area, needed to apply digital technologies to shopping to realize a more convenient and elegant shopping environment.

SAMSUNG

Solution

Differentiated interior design with Samsung SMART Signage

The Pangyo branch actively utilized Samsung SMART Signage for the interior design to realize a differentiated atmosphere. 51 Samsung SMART Signages installed in the food court on the first basement level showcase the true beauty of digital display technology. Samsung SMART Signages, installed based on the customers' circulation paths, deliver images in vivid colors, which make shoppers feel like watching media art in a gallery.



New ways to display products with a video wall, realization of VM (Visual Merchandising)

Samsung SMART Signages, installed on the wall of the fourth floor, deliver colorful images to catch customers' eyes. In particular, the real products for sales in store are displayed on the transparent display between video walls, maximizing the advertising effects. Plus, the images of vivid colors in harmony with real products provide another source of attraction. Hyundai Department Store Pangyo Branch has never missed any detail. For example, it installed Samsung SMART Signage to the pillars in the shopping place.



Convenience to Find Necessary Information Anytime Anywhere

The Pangyo branch installed Samsung SMART Signages based on customers' circulation paths so that they can easily get information they need. Customers can find information about events on the Signages around the escalator or elevator, and find location information on the kiosk Signage using the touch screen. All this allows customers to easily find the location of the store and enjoy their shopping experience. Also, the culture center, the largest one in the capital area, has the Samsung SMART Signage to show information about various programs at a glance.



Result

With Samsung SMART Signage all over the department store, Hyundai department store Pangyo branch optimized each space and realized a more convenient and elegant shopping environment with state-of-the-art digital technology.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

SMART Signage

For more information about Samsung SMART Signage, visit www.samsung.com/business or www.samsung.com/displaysolutions

Copyright © 2018 Samsung Electronics Co. Ltd. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co. Ltd. Specifications and designs are subject to change without notice. Non-metric weights and measurements are approximate. All data were deemed correct at time of creation. Samsung is not liable for errors or omissions. All brand, product, service names and logos are trademarks and/or registered trademarks of their respective owners and are hereby recognized and acknowledged.

Samsung Electronics Co., Ltd.
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea

SAMSUNG