

WOHN SCHICK HQ

echion AG equips Wohn Schick Furniture Stores with Digital Signage Screens and In-Store Radio as part of Chic Living Rebranding Project

INSTALL BRIEF

NOVEMBER

2022



German furniture store Wohn Schick has installed new in-store digital signage and audio solutions in its Haigerloch-Owingen and Rottweil locations as part of an overall store rebranding and renovation project to create an omnichannel shopping experience for customers. Echion Corporate Communication AG, a systems integrator specialising in in-store digital signage, audio, LED and scent marketing, was responsible for specifying, sourcing and installing the products, which included video wall displays from Philips and mounts from Peerless-AV.

Judith Schick-Pieper, Managing Director of Wohn Schick, commented, “Echion AG has proved to be a competent full-service provider when it comes to planning and implementation of this project. With their competent advice and professional implementation in our stores, we feel that we are well advised and looked after.”



The Requirement

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Since December 2021, echion has been equipping the Wohn Schick furniture stores and the furniture discounter K-Markt furniture stores in Haigerloch-Owingen and Rottweil with a wide range of AV hardware. This includes both in-store media synched with in-store radio to present a coordinated mix of video animations, advertising, entertainment, royalty-free music, editorial contributions and information, adapted throughout the day to suit different audience demographics, and all reflecting the new strategic Wohn Schick brand image.



As of August 2022, over 25 Philips LCD displays and Peerless-AV mounts have been installed at both Wohn Schick locations, with more to be installed by the end of October. In Owingen-Haigerloch, the 3500m² ground floor refurbishment, spanning the carpet, home textiles, gifts, housekeeping and upholstered furniture departments, incorporates a 3x3 video supported by 6 x DS-VW765-LQR Full-Service Video Wall Mounts and 4 3x1 video walls supported by 12 x DS-VW755S Full-Service Thin Video Wall Mounts.

In Rottweil, there is a 1x3 video wall supported by 3 x DS-VW755S in the upholstered furniture (W. Schillig) department, one single display supported by 1 x DS-VW765-LQR in the garden furniture department and one 1x3 video wall supported by 3 X DS-VW755S. Lastly, a single display supported by a DS-VW765-LQR is installed in the furniture department of K-Markt, Owingen. All video walls and screens are controlled by Giada video players and the CMS system echion Manager.

Peerless-AV's SmartMount® Full-Service Video wall Mounts with gentle push to release functionality provide quick and easy install solutions with easy access for servicing and maintenance, especially ideal for recessed applications. Reusable custom wall plate spacers eliminate guesswork and on-site install calculations. 8-point tool-less micro adjustment allows the mount to overcome uneven walls, creating a seamless video wall display. The DS-VW-755S accommodates 46" to 65" displays in both landscape and portrait orientation and the DS-VW-765-LQR is for 46" to 65" in landscape only.

Sabine Dewes, Sales Manager New Business, echion AG said, "We chose Peerless-AV mounts from past experience in retail in-store projects. The mounts are straightforward to handle and position, with innovative features that make an installer's life easier, saving time and costs. In partnership with Philips and Peerless-AV we have delivered eye-catching in-store digital signage that customers acknowledge, engage with and appreciate as enhancing their retail journey."







About Peerless-AV

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, complete integrated kiosks, video wall mounting systems, professional trolleys and stands, and more. Whether a full-scale global deployment or custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way.

For more information, visit peerless-av.com.



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