

Customer Content Video Walls and Large Format Display

Alexander Wang

Fashion Retailer

Global

Alexander Wang is a world-renowned retailer of award winning urban wear clothing, shoes and accessories for both men and women.

AW has 15 stores worldwide with an e-commerce site that ships to more than 50 countries. AW merchandise is also sold to over 700 of the world's leading retailers across all categories.



The Challenge

- The solution needed to deliver content at native resolution for a colossal LED wall
- Global deployment with central cloud management from the US
- The requirement to deliver rich media content with minimal bandwidth use
- Application needed to serve multi-language client
- Drive any display including LED wall and allow for flexible in-store digital design

The Solution

- Delivered the ability to manage global in-store digital content from a single location
- Allowed AW to deploy signage in any site globally without the need for a complex network configuration
- Minimized bandwidth use by optimizing rich media content via the StratosMedia transcoding engine
- Delivered rich media to a 84ft. LED wall at a native 13320x1440 resolution

The Platform

Featured functionality

- Video content optimization
- Multi-language application
- Day-part content scheduling
- Accounts

Platform Components

- StratosMedia Core, Digital Signage Engine, Player Engine

Hardware

- Windows OS Hardware