

## Customer Content Directional and Event Information Signage & Room Booking Display

### Lululemon Athletic Apparel Health and Fitness Centres


## LULULEMON, Inc.

USA - Canada

Founded in Vancouver Canada in 1998, Lululemon is a yoga-inspired, technical athletic apparel company for women and men that started as a design studio by day and yoga studio by night.

Following the success of the Lincoln Park flagship store, StratosMedia has been rolled out to Lululemon's stores.





**4:00 PM - JUN 30** | Studio 02  
**Mindful Movement Bootcamp**

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**5:00 PM - JUN 30** | Studio 01  
**Total Body Burn Yoga**

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**9:30 AM - JUL 01** | Meditation Space  
**Class with a crazy long title...**

## The Challenge

- Help reinvent retail locations as “community hubs” with a single platform capable of driving multiple digital solutions
- Display and dynamic updating of room and event booking information
- Create state of the art dynamic and experiential spaces at Lululemon’s largest store to date, a two-level, 20,000-sq.ft. flagship store located in Chicago’s upscale Lincoln Park neighborhood

## The Solution

- StratosMedia delivers content to portrait and landscape screens, video walls, and kiosks
- Integration of Lululemons Mindbody API, combined with StratosMedia player filters, based on retail location and room type, enable live event schedules to display dynamically
- StratosMedia currently drives ten zones in the Chicago flagship store to deliver the ‘community hub’ vision through a variety of digital experiences

## The Platform

### Featured functionality

- Event datasource
- API integration
- Templates
- Filter by tags

### Platform Components;

- StratosMedia Core, Digital Signage Engine, Data Engine, Player Engine, Open API, Visualisation Manager

### Hardware;

- Custom built PC