

HUDSON GROUP VANCOUVER INTERNATIONAL AIRPORT

LED Display Promotes Duty-Free Items.

Upgraded display installed at World Duty Free shop engages travelers and helps drive sales.

GIORGIO ARMANI

Vitamins/Health
Supplements

Vitamin
Suppl

Spend & Receive
a FREE G

When you spend
\$250 or more

When you spend
\$500 or more

OPT-SLIM: 2.6mm pixel pitch (6'6" 5/8" x 11'5" 9/16")



LED DISPLAY TECHNOLOGY

Hudson Group

Hudson Group (Hudson), a wholly owned subsidiary of international travel retailer DufryAG and one of the largest travel retailers in North America, operates World Duty Free (WDF) in North American airports. WDF offers travelers savings on a wide range of local products, souvenirs and travel retail products not available in local, retail stores. Customers do not pay any tax or duty and enjoy fantastic savings on popular items such as liquor, perfume, watches, jewelry, accessories, candy, and travel-related items.

Challenge

Hudson knows that engaging visual displays attract busy

travelers and drive retail sales. To achieve this, the company had an LCD video wall previously installed in the WDF at Vancouver International Airport's international terminal, however, it was getting older and needed calibration, realignment and repairs. Hudson considered the ROI on fixing the older LCD video wall versus upgrading to a new, larger, seamless LED display and decided to upgrade to LED.

Solutions

Hudson partnered with New York-based ComQi, a global leader that provides cloud-based shopper engagement technology, to help them solve this visual technology challenge.



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ComQi turned to California-based Optec Displays, Inc., (Optec) to leverage their experience working in retail environments, including digital display merchandising integration. Optec's knowledge of retail operations and experiential design made them an ideal display partner. As a digital display solutions provider, Optec designs, engineers, and manufactures LED displays to fulfill end-users' many different installations.

Having previously worked with Hudson and ComQi on other airport locations, Optec knew that an LED display would be a much better solution to show engaging, seamless, high-resolution video than utilizing the existing, underperforming LCD video wall.

Optec proposed installing a 2.6mm Opt-Slim LED display to provide travelers with a more dynamic visual experience. Mounted on the wall for travelers to immediately see when they walk in is a 6' – 6 5/8" x 11' – 5 9/16" LED display showing ads, commercials, and unique in-store promotions.

Results

Running on ComQi's powerful digital signage content management system, Engage, content is delivered

with "right time, right place" targeting to individual displays. Utilizing Engage's "Store Message Domination," the content on the display creates visually compelling in-store messaging to help drive sales and promotions, as well as adding to the customer experience.

Hudson has expressed that they are pleased with the installation, Optec's Opt-Slim display and the upgraded technology. Hudson's use of LED displays is paving the way to advancing shopper engagement in the ever-changing world of airports and other travel hubs.



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