



The Art of fusion

Hublot boutiques feature picture-perfect video display walls to promote their range of award-winning watches

Customer:

Hublot

Industry:

Retail / Digital Signage

Solution:

- AMD FirePro™ professional graphics cards and AMD Eyefinity multi-display technology
- HP Z-Series workstations
- C-nario digital signage platform, C-nario Messenger.
- To be rolled out across 55 Hublot stores

Business impact:

- 15 screen video walls clearly visible to passers-by attract visitors into the shop
- The high quality display and web TV broadcast convey the prestige, elegance and exclusivity of the brand
- Powerful customer experience created

The highest possible quality

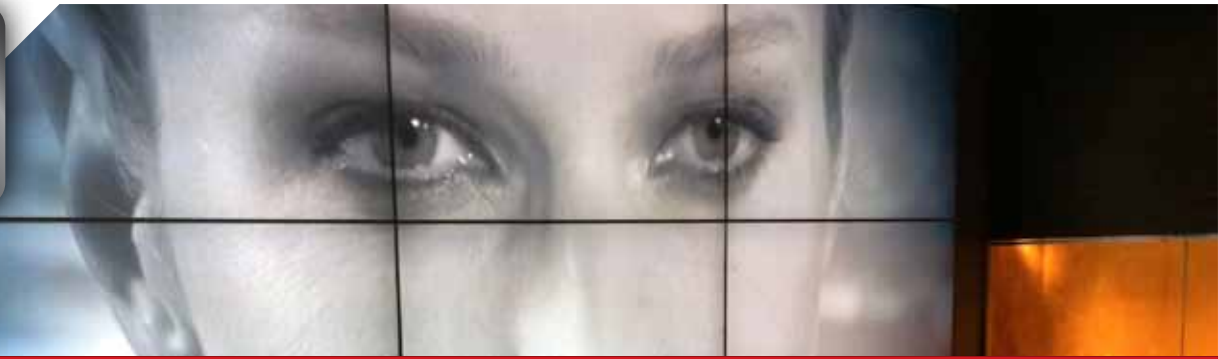
The official watchmaker of Formula1™ and official timekeeper to Manchester United, the world's most popular football team, Hublot was the first Swiss watch luxury brand to fuse precious metals with functional rubber. Having sparked a revolution in material innovation and aesthetics thirty years ago, Hublot today continues The Art of Fusion by combining materials like ceramic, carbon, platinum, tantalum, tungsten, titanium and rubber with conventional choices such as gold, platinum, steel, diamonds and precious stones. This combination symbolizes the synthesis between tradition and the future.

As the maker of prestigious watches Hublot wanted to feature its award-winning range in multi-screen video walls that would showcase them at the highest possible quality - picture perfect, in fact. The company implemented these displays at its Paris, New York and Tokyo stores with a view to deploying video walls at a further 55 Hublot stores worldwide. As the luxury sector demands the highest standards Hublot decided to implement HP workstations, AMD professional graphics and the C-nario digital signage platform, C-nario Messenger.

Better-than-broadcast quality

C-nario is a global provider of comprehensive display, distribution and management software solutions for digital signage networks. C-nario Messenger, a complete digital signage display, distribution and management software platform, offers real-time synchronization of content without loss of definition and provides better-than-broadcast quality playback. The New York project was implemented by Media Services Worldwide, a US provider of design, integration and installation services whilst the project at the Hublot store in the Place Vendôme in Paris was implemented by C-nario distributor APIA Solutions, APIA Solutions is a French company specializing in digital media and interactivity in point-of-sale environments for large groups of shops, stores and other points of sale and manages digital signage projects throughout Europe

At the Paris store, each display wall comprises 15 screens in a 3 x 5 matrix of 46" NEC Multisync near-borderless monitors with a total resolution of 4080 x 3840 pixels. The wall is driven by C-nario software running on a cluster of two HP Z800 high performance workstations. The HPZ800 workstation/AMD FirePro™ professional graphics combination was the most appropriate and cost effective solution that met the specification. Each HP Z800 is equipped with three AMD FirePro™ professional graphics cards. AMD FirePro professional graphics cards feature AMD Eyefinity technology to support multiple displays. The use of AMD Eyefinity technology means that the HP Z800 cluster can provide a total of 15 full HD outputs to drive the video wall without the need for expensive and inflexible external multi-monitor adaptors. Such add-on boxes can be awkward to set-up and may also limit the video format and type of projector that can be used.



ATI FIREPRO™ V4800 PROFESSIONAL GRAPHICS



AMD FirePro™ Fast Facts

- AMD FirePro™ V4800 professional graphics cards
- AMD Eyefinity¹ multi-display technology

The complete solution

Michel Martinez, Development Director at APIA Solutions comments, "C-nario Messenger allows us two levels of content management: the Paris store has access to a library of different videos and using a dedicated panel controller tablet computer, the store manager can change the ones that fit to the shopping climate and visitor typology. The videos themselves are uploaded and broadcast from Hublot's head office in Geneva." Overall, the displays are centrally managed from Geneva using C-nario Messenger's innovative web tools. Both Paris and New York video walls display Hublot's Web TV live streaming - high quality synchronized video clips of Hublot's watches and brand animations. Live events can also be broadcast in real-time. Michel adds, "We installed not only the video wall but also the loudspeakers that were integrated in a dropped ceiling to make them invisible. We are also responsible for the maintenance of the complete systems."

"The new video walls in our stores help us present our watches in a very attractive way. The high quality display creates a magnificent atmosphere that is felt throughout the shopping experience."

Ion Schiau, International Retail Manager at Hublot

A magnificent atmosphere

Although located inside the store, the video walls are clearly visible to passers-by, attracting visitors to enter the shop. The high quality display and web TV broadcast visibly convey the prestige, elegance and exclusivity of these unique watches and create a powerful customer experience.



For more information, visit www.amd.com/firepro

¹ AMD Eyefinity multi-display technology can support multiple displays using a single enabled AMD FirePro™ professional graphics card; the number of supported displays varies by card model. Microsoft® Windows® 7, Windows Vista®, or Linux® is required in order to support more than 2 displays. Depending on the card model, native DisplayPort™ connectors and/or certified DisplayPort™ active or passive adapters to convert your monitor's native input to your card's DisplayPort™ or Mini-DisplayPort™ connector(s) may be required. See www.amd.com/firepro for details.

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