

McCann Systems

AUDIO VISUAL SYSTEMS DESIGN AND INTEGRATION



Coach | Nationwide Roll Out

Coach, a leading designer and maker of luxury leather goods came to McCann Systems with an idea to showcase their products through digital signage. McCann Systems provided digital signage solutions for different locations and sizes on a roll out for Coach locations in the US and Canada. McCann Systems engineering team designed a custom, free standing mount to accommodate configurations of either two or three Christie 55" LCD displays mounted in portrait mode. With an impossible time-frame looming, engineers pulled together all resources and developed a mounting stand that was designed to seem invisible. In some locations fabricators hung gold beads as a curtain from the ceiling giving the illusion of these Christie 55" ultra thin bezel displays floating in the window. Store configurations range from 24 displays to three. One of the main challenges the engineers faced was a very small footprint to fit inside of the windows at these stores. The mounts had to be designed in multiple pieces so they could be placed in the window. There are custom mounts on the rear of each display that attach to the cross bars for the LCD's. The beauty of this mounting structure is its adaptability; the client will be able to use the same mounting structures in different configurations if they choose. Window displays can range from 2 to 6 displays all using the same stand.

McCann worked with Curious Pictures who is a creative-driven multi-platform production and entertainment company.

Curious Pictures created the dynamic content for the video walls. McCann provided Curious Pictures with a complete custom pixel map so they could create content to fill the screen appropriately. Multiple Adtec HD media players were synced together over a network integrated by McCann Systems. The network allowed the content to be synchronized throughout the store; making the content look as if it's traveling from display to display.

This project was all about logistics. While the store was closed at night, all of the teams came in and completely transformed the space in a time span of 12 hours. Fabricators had to disassemble the previous window; the electricians ran the power and installed the outlets for the audiovisual equipment. With all trades working hand in hand the fabricators put the skin/façade of the new display....the first layer if you will, while that was happening we were staging everything in other parts of the store then we went in with the mounts, then back to the fabricators to complete their scenery once that was complete we were able to hang our displays, install the cabling and begin to sync all of the content. Once we were done the fabricators made their final touches on the window displays, while they were loading inventory in the window we were color-balancing the video walls...the sun came up, the store opened...and Voilà'.



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