

# A reliable audio visual technology to create a great impression and brand promotion

YOOX  
NET-A-PORTER  
GROUP

project services

## imagine if...

...the technology actually worked



Included in this project

- ✓ video collaboration
- ✓ AV solutions
  - meeting room design
  - digital signage
- ✓ integrated systems
- ✓ technical consultancy
- ✓ project management
  - events
  - AV hire
- ✓ maintenance/support

Contact our projects team

YOOX NET-A-PORTER GROUP (YNAP) is the world's leading online luxury fashion retailer with nearly ten million orders a year and three million global customers.

YNAP depend on reliable audio visual technology to create a great impression and promote its brands.

## Communication and presentation are key to a fashion house

A fashion house depends on quality, consistency and reliability to establish and build its brand. Nicky Stone, YNAP Executive Support Manager, explained that audio visual technology is very important to YNAP, to help busy staff to work efficiently and to present a solid image.

Nicky Stone sets a standard for AV that it should be simple to use and "just work," which he applies to communications and display systems alike.

## Making the right first impression

Around the YNAP offices at Westfield there are twenty display screens. Some of the screens are in prime locations, in reception- which is vast, fashionable and modern- and at the side of the escalator.

The reception and escalator display systems comprise four screens (2x2). The historical problem had been that when one screen did not work, all four had to be turned off and the displays might be blank for long periods.

Nicky Stone explained that making the right first impression on staff and visitors is vitally important. The screens show brands and also promote YNAPS's growth and impressive sales figures. Having blank displays was frustrating.

Carillion Communications installed new display systems for YNAP. Nicky Stone says, "the new screens are brighter and better colour calibrated, and they are so much easier for my team to maintain."

## Project overview

**Project:**  
AV presentation

**Objective:**  
Create two video walls

**Location:**  
Westfield, London

**Tech spec:**  
Wall 1  
4 x NEC 46" UNS Video wall screens & 4 x Chief quick release service brackets  
Wall 2  
Shallow recess  
4 x Samsung 46" Video wall bracket & 4 x Peerless push release service bracket

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