



Photo: The Nebraska Furniture Mart houses 14 unique digital experiences, with multiple instances of each, throughout its 562,000 sq ft retail space.

Nebraska Furniture Mart: An Immersive Experience on a Grand Scale

Client: Nebraska Furniture Mart

Synopsis: Nebraska Furniture Mart sought to engage customers in its new Texas superstore, using digital signage to create interactive experiences that would promote branding and help direct customers to products throughout the massive store.

Nebraska Furniture Mart, the largest home furniture store in North America, opened a 562,000 sq ft location in Texas in Spring 2015. In order to integrate high-impact, branded digital signage throughout the superstore, they looked to Premier Mounts and Reflect for help.

When a company has an 80-year reputation for enhancing customer experiences and seeks to expand to a new frontier, it's critical to maintain that customer-centricity as a continued recipe for success. Nebraska Furniture Mart understood this challenge in 2012 when it sought to open its doors for the first time in The Colony, Texas. This new location was designed to match the Lone Star state's credo that "everything is bigger in Texas," with a retail showroom spanning over 560,000 square feet, and a distribution center the size of 20 football fields. The question, however, was how to draw customers into a completely immersive brand experience, and not to lose them in an overwhelming maze of products. They reached out to Reflect and Premier Mounts to help find the answers.

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Case Study

Selecting Partners Who Fit their Vision

Project Highlights

- Seventeen interactive 42" LG displays mounted to pillars throughout the store
- Two 40" Samsung displays mounted to the Tree House in the children's section
- Three interactive 42" LG displays mounted in the KitchenAid shop area
- P4263FP low-profile mounting solutions for fifteen interactive 55" LG displays on walls and columns throughout the Appliance Salon and Center Sales areas
- P4263F low-profile landscape mounting solution in the Outdoor Kitchen Experience area, showcasing an interactive 55" LG display
- 3x3 custom video wall solution using nine 55" Samsung displays in the back showroom area
- 3x1 custom video wall solution for three 40" Samsung displays over the East and West escalators
- 3x1 custom tilted video wall solution for nine 46" Samsung displays over the Customer Service area of the store

Nebraska Furniture Mart is built on an ongoing commitment to value each customer's in-store experience. They have the vision to understand that audio visual technologies and digital signage are the best method to bridge the company-customer relationship for the foreseeable future, and sought to integrate digital signage into the new location on a large scale.

They selected Reflect based on their reputation and their integration experience for some of the largest digital media networks in North America, including Best Buy, GameStop, Target and Verizon Wireless.



From the beginning, Reflect understood that this project required more than just click-and-ship vendors. The new Nebraska Furniture Mart project needed true partners to participate in a relationship, with each member having status and responsibilities beyond simply providing a product. One of the key partners that Reflect selected was Premier Mounts, the internationally recognized leader in the design and manufacturing of innovative mounting solutions for more than 38 years, who have a reputation for pioneering the "partner rather than vendor" concept in the AV industry.

Objectives for an Optimized Digital Experience

The goal of the Nebraska Furniture Mart project was to incorporate a suite of digital media solutions, with control over the management, distribution and presentation of HD media across their entire digital media network. They wanted to include as many interactive digital experiences as possible in order for Nebraska Furniture Mart (NFM) to engage directly with their customers.

Premier Mounts understood that this project would have to be immersive and include a variety of different digital experiences, and that it would require a combination of stock

Photo: Three interactive 42" LG displays are mounted around a pillar in the KitchenAid shop of the store, allowing customers to browse through inventory.

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and custom solutions to meet those requirements. To really grab the customer's attention, they proposed a variety of video wall and single display mounting solutions to showcase engaging content for nearly 60 displays throughout 7 areas of the store.

Content Around Every Corner

The NFM digital experience begins the moment customers walk through the entrance to find the first of 17 interactive displays mounted to pillars throughout the store, each using a partially custom mounting solution from Premier Mounts. These



42" LG touchscreen monitors allow customers to locate any NFM product at the touch of a button, and can be found around the perimeter of both the first and second floors. Because the megastore tends to rotate merchandise frequently to keep inventory fresh and current, this ability to search for the real-time location of products allows each customer experience to be as streamlined as possible. The custom touch application is also tied to the retailer's back-end systems, which allows the information to be updated automatically.

Perhaps the most noticeable of the digital signage additions is the Tree House with its digital signage displays, located in the children's area of the store. This two-story tree house towers over the second floor of NFM, inviting guests to revisit their childhood and entertaining children as their parents shop. Wrapped around the decorative tree trunk are two 40" Samsung displays, which use video capture and directional sound to broadcast DVD videos, storewide messages, or emergency alerts. Premier Mounts was able to custom-fit their stock P2642F low-profile mounting solution to adapt to this

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*Charles Thornhill,
Sr. Systems
Engineer,
Reflect*

Photo: A Tree House, located in the children's area of the store, entertains guests with two 40" Samsung displays, which are mounted to a decorative tree trunk with P2642F low-profile mounting solutions.

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creative design, enabling installers to benefit from features including post-installation leveling and a Lock-It™ security barrel.

As customers enter the KitchenAid Shop area, they have hands-on access to portrait-oriented, 42" LG touch sensitive displays to shop through various KitchenAid

Photo: Fifteen P4263FP low-profile mounts are used for interactive 55" LG displays throughout the Appliance Salon and Center Sales areas.



product line options. Premier Mounts' custom mounting solutions allow these interactive displays to be mounted around three sides of a single column in the entrance area, and use branded digital signage to engage customers with directional sound and user-friendly shopping guidance.

Premier Mounts also used their stock P4263FP mounting solution for 15 touch-sensitive 55" LG displays on walls and columns throughout the Appliance Salon and Center Sales areas of the store. These portrait-oriented displays allow customers to browse through various appliances that the store has to offer, speeding up the selection process and simplifying their shopping experience. The Premier Mounts P4263F low-profile landscape mounting solution was used for the Outdoor Kitchen Experience area, showcasing an interactive 55" LG display to allow customers to browse outdoor grills and kitchen appliances.

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One of the most visually impactful solutions created for Nebraska Furniture Mart was a stunning 3x3 video wall for the back showroom. The video wall displays entertaining and vibrant images related to the state of Texas, and uses a single-channel RV player to display the content across all 9 of the 55" Samsung displays. NFM required this video wall to be installed quickly and with minimal room for alignment error, so Premier Mounts provided a custom solution that would use three metal frames to mount each row of displays with minimal effort to ensure precise bezel alignment. This allowed the installers to save time on this area of the project and maximize the efficiency of the full digital signage integration.

Photo: A 3x3 video wall in the back showroom area displays entertaining and vibrant images related to the state of Texas across nine 55" Samsung displays.



Two 3x1 video walls above the East and West escalators showcase store advertising and entertainment between the first and second floors of the megastore. For these, Premier Mounts provided a custom video wall solution designed to speed up the installation with a metal frame that minimized alignment time. These linear video walls use 40" Samsung displays and RV media players to show either different playlists on each of the three displays, or have a single content stream shown across all 3 displays.

Premier Mounts also created two more custom frame 3x1 video walls with 10° of downward tilt to be featured in the Customer Service area of the store. These video walls feature 46" Samsung displays and RV media players to show in-store advertising and entertainment for guests while they wait in customer service queues.

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Nebraska Furniture Mart Brings the Digital Shopping Experience to Life

It takes a grand vision to find a way for customers to enjoy both the simplicity of digital shopping and the satisfaction of an in-hand purchase. Reflect, Premier Mounts, and Nebraska Furniture Mart have managed to find this sweet spot in order to give customers the best of all worlds. With the vision of an easy, engaging experience that promotes the NFM brand heritage with the spice of local Texan flavor, this digital signage project provides an unforgettable and interactive trip that reminds us what digital signage is capable of.



With their grand opening in Spring 2015, the doors of NFM opened without a hitch. “We were so fortunate to have a Partner like Premier Mounts to ensure that this project went smoothly and was completed on time,” said Charles Thornhill, Senior Systems Engineer, Reflect. “When faced with a project of this magnitude, it’s critical to engage with Partners who can provide creative solutions that speed up the install process, and maximize ROI for the end-user. Premier Mounts was able to provide a fast turnaround time on both stock and custom solutions, and really engaged with us to make sure that we had all of the tools we needed for a successful integration.” ■

“Premier Mounts ensured this project went smoothly and was completed on time. It’s critical to engage with Partners who maximize ROI for the end-user.”

*Charles Thornhill,
Sr. Systems
Engineer,
Reflect*

Photo: Two 3x1 video walls, one above each set of the East and West store escalators, use custom video wall solutions, which were designed to speed up the installation with a metal frame to minimize alignment time.