



# Digital Signage Transforms the In-Store Customer Experience

**Client:** Spence Diamonds,  
founded in Vancouver in 1978

**Synopsis:** Spence needed to create a store that mirrored the technological innovations of their diamonds and told their story of social responsibility, quality, craftsmanship, and creation. Spence turned to Reflect Systems to provide digital strategy and design for their new locations. Knowing that digital signage would be a key part of the equation, Reflect brought aboard Premier Mounts as the mounting solutions expert.

## OPPORTUNITY:

Spence Diamonds, founded in Vancouver in 1978, passionately believes there is a way to create beautiful, high-quality diamond jewelry. They harness the power of innovation and technology to deliver Artisan Diamonds to consumers. Their diamonds are lab-created raw diamonds, identical to mined alternatives in every way except where they come from. When planning their expansion into the US market, the progressive thinking that defines Spence Diamonds didn't stop with the way their diamonds are made. Spence wanted to provide an entirely new in-store experience around buying a diamond, an experience that creatively gives customers all the information they could want, as well as the ability to explore their options in total freedom.

Spence needed to create a store that mirrored the technological innovations of their diamonds and told their story of social responsibility, quality, craftsmanship, and creation. Spence turned to Reflect Systems, a place-based digital media solutions provider, to provide digital strategy and design for their new locations in the United States.

# Case Study

## Project Highlights

- Four 46" 4K displays
- PFDM1 mount used as the base with custom mounting brackets
- Brand Wall experience consisting of an 85" 4K display with a Plexiglas panel overlay
- P5080F mounts holding up to 300 lbs
- Four 40" displays, one in each consultation room
- P2642F flat panel mount
- Lounge equipped with a 55" display

Knowing that digital signage would be a key part of the equation, Reflect brought aboard Premier Mounts as the mounting solutions expert.

To harness the power of place-based digital media, Reflect Systems designed multiple digital experiences for the new stores. The unique use of digital displays, paired with custom audio zones and experiential HD media content, allowed Premier Mounts to create the solutions to house them and create a one-of-a-kind buying experience – an experience that starts the moment you arrive at the store.



After careful evaluation, Premier Mounts determined that a mix of stock and custom product would be able to get the job done, saving Reflect and Spence money. In the evaluation process, Premier Mounts provided the customer what they needed and what was best for their timeframe and budget.

This devotion to customer centricity is what makes Premier Mounts a preferred partner by some of the world's largest brands. That's the spirit infused into every aspect of Premier Mounts.

## SOLUTION:

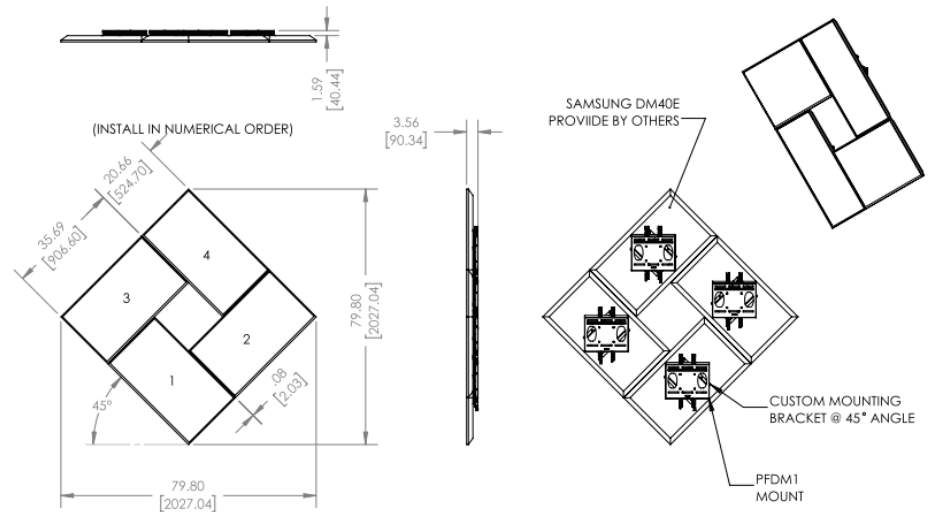
**Front Window Displays:** To capture the attention of passersby and create a sense of intrigue, Reflect provided and installed four 46" 4K displays using a custom Premier Mounts product. Because the displays were to be arranged in a mosaic format to create a diamond shape, alignment was key. Using the PFDM1 mount as the base and building custom mounting brackets, this hybrid mount was able to hold the displays safely at a 45% angle.

What was great about this custom solution is that it didn't need to have fine-tune adjusting. Premier Mounts engineers built a solution that instead of having four mounts and displays that need to align with each other, this is one bracket that all displays are attached to. This would keep the tolerance between displays exact, so there wouldn't need to be any fine tune adjustments.

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The displays itself included ambient light sensors that automatically dim the displays as light levels outside decrease. This video wall experience is powered by a ReflectView Media Player with content created at 4K resolution and distributed to each display as full HD video.

**Brand Wall:** To drive customer engagement and create a WOW feeling, Reflect provided and installed a custom brand experience on the back wall of the store. Visible upon entrance, this experience consists of an 85" 4K display with a Plexiglas panel overlay. To hold such a large display, the P5080F mount was used because of its ability to hold display up to 300lbs along with post-installation leveling features that proved to be quite useful in this application.



**Bridal Wall:** To further drive customer engagement, Reflect provided and installed multiple digital displays on the video wall. The centerpiece of this experience consists of four 40" 4K displays. Also installed were two 85" 4K displays, one on either side of the 4K display wall. For mounting solutions, the same stock product, the P5080F, and the custom mosaic mount were used as in the other applications. The displays allowed Spence Diamonds to tell their brand story and show how the company fits into peoples' lifestyles and desires. The experience is energetic and markedly different from what you will see in any other diamond store. It leads customers to engage, ask to learn more, browse merchandise and connect with sales associates.



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**One-On-One Consultation Rooms:** To assist sales associates with educating shoppers and showcasing relevant merchandise, installed four 40" displays, one in each consultation room. Again using stock product to reduce costs for Spence, Premier Mounts elected to use the P2642F flat panel mount. The reason for this selection was the significant open space in the mounting frame for easy access to power sources and cables. These displays run a loop to educate and entertain customers. Sales associates have the ability to take control of what appears on the screen by connecting a sales tablet to the secondary HDMI input. Once the associate connects the tablet, the content from the tablet appears on the screen. The sales associate can show specific product information to the customer and show relevant video content to assist in the sales process. Once the sales associate finishes their presentation and unplugs their tablet, the display automatically switches back to the dedicated media player content. These screens have proven successful at assisting associates, educating shoppers and driving sales conversion.

## Custom Solution at a Glance

**Benefits:** Premier Mounts determined that a mix of stock and custom product would be able to get the job done, saving Reflect and Spence money.

**Features:** 4K displays, Brand Wall, Front Window Displays.

**Specs:** 46" 4K Displays, PFDM1 mount, 85" 4K Display, P5080F mount, P2642F flat panel mount, 55" display.



**Lounge Display:** To help create a comfortable, casual, and pleasantly unexpected customer experience, the new retail stores contain a lounge area equipped with comfortable chairs and a bar for mixing hand-crafted cocktails. The lounge is equipped with a 55" display and offers a place for shoppers to relax, have a drink, and continue learning about what Spence Diamonds special. To enable the technology, the P4263F was used because of its locking security sections that will prevent any unwanted movement post-installation.

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## RESULTS:

Spence Diamonds focused on enhancing the shopper experience with digital technologies throughout the entire in-store customer journey to communicate social responsibility, heritage and values, promotions, and relevant lifestyle branding. Reflect's suite of digital media solutions and Premier Mounts custom and stock mounting solutions made this dream a reality.

