

# Case Study

## L'Oréal brings Christmas magic to Selfridges shoppers

**Industry:** Retail

**Region:** UK

**Equipment list:** 2 x EH415ST short throw projectors, iPad, PC, speakers

**Installation Company:** INITION & Elemental Design

With a track record spanning over 13 years, INITION is a multidiscipline production company specialising in producing installation-based experiences that harness emerging technologies with creative rigour.

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# INITION

Extraordinary Technology. Extraordinary Experiences.



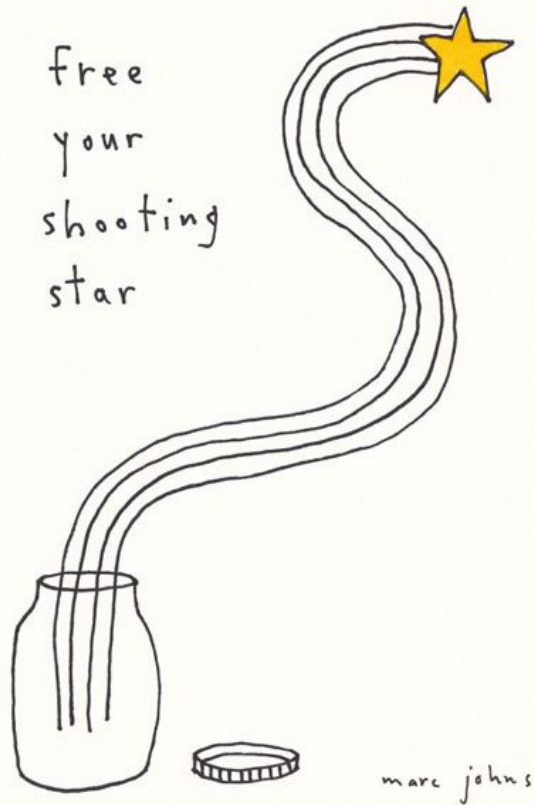
**Challenge:** Leading visual communications agency Elemental Design approached Inition to help bring magic to L'Oréal's Christmas "Wish" experience in Selfridges.

**Solution:** Working closely with Elemental Design, Inition installed two Optoma EH415ST short throw projectors edge blended inside a tunnel booth for customers to see their Christmas wish written in the stars.

**Results:** Stuart Cupit, Head of experiential production said "It was great working with Elemental to produce an experience which was really enjoyed by the public, adding a little Christmas magic to their shopping."

## The Challenge

Leading visual communications agency Elemental Design approached Inition to help bring magic to L'Oréal's Christmas "Wish" experience in Selfridges.



Elemental Design: is a full-service visual communication agency delivering 360 Degree retail and event solutions.

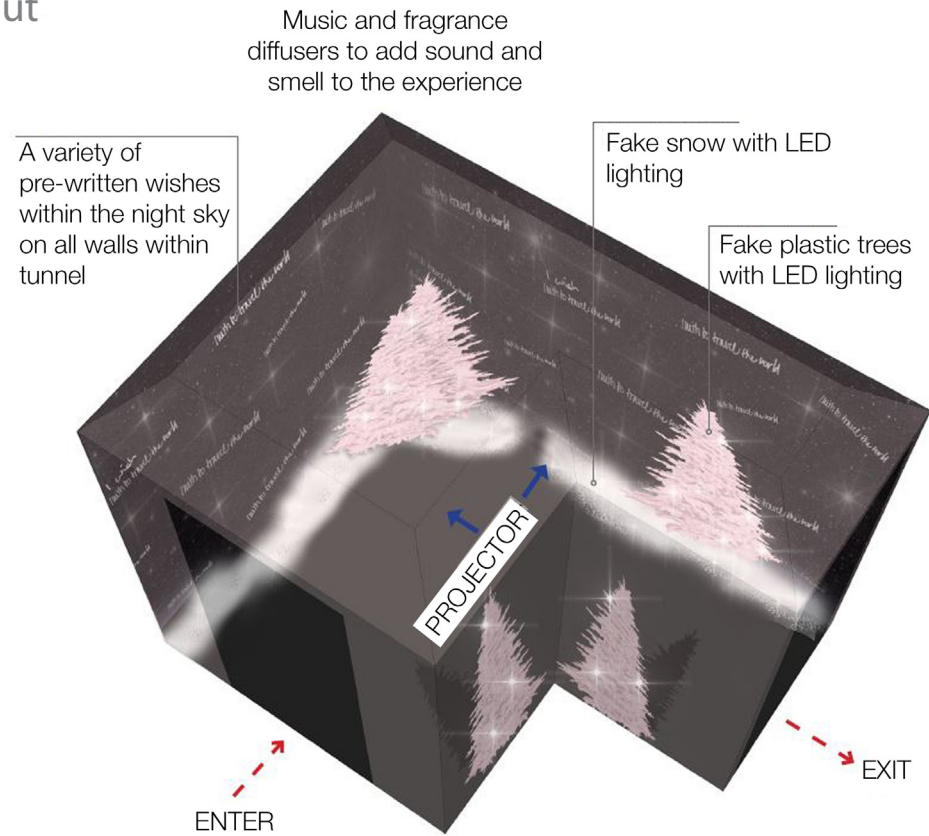
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**ELEMENTAL** design

## Tunnel Layout



## The Solution

Working closely with Elemental, Inition developed a technical solution that invited shoppers into a tunnel booth to make a Christmas wish. This wish was entered onto an iPad which triggered an animated Audio Visual experience projected inside the tunnel booth. This brought a touch of Christmas magic to the store as customers saw their wish written in the stars. They also received a ribbon with their unique wish printed on it as they left the tunnel

Inition used two Optoma EH415ST short throw projectors for the installation that were edge blended to create the extra wide image needed. These filled the very limited space inside the tunnel with the custom animated Christmas visuals.

The EH415ST Full HD projector beams a 100-inch picture on a screen or wall from just over a metre away. It boasts a brightness rating of 3,500 ANSI lumens and is lightweight (3.4kg), making it extremely flexible for installation. This Full 3D projector has a powerful built-in speaker as well as an audio output, enabling connection to external sound systems.

It has an Eco+ mode for energy saving which includes standby mode and auto power off. The dust-sealed, filter free design prevents dust and dirt from affecting the system ensuring optimal image quality with minimal maintenance. It features DLP® technology pioneered by Texas Instruments, which uses millions of mirrors to produce higher quality imagery which does not suffer colour degradation over time, as sometimes experienced in other projector technologies.

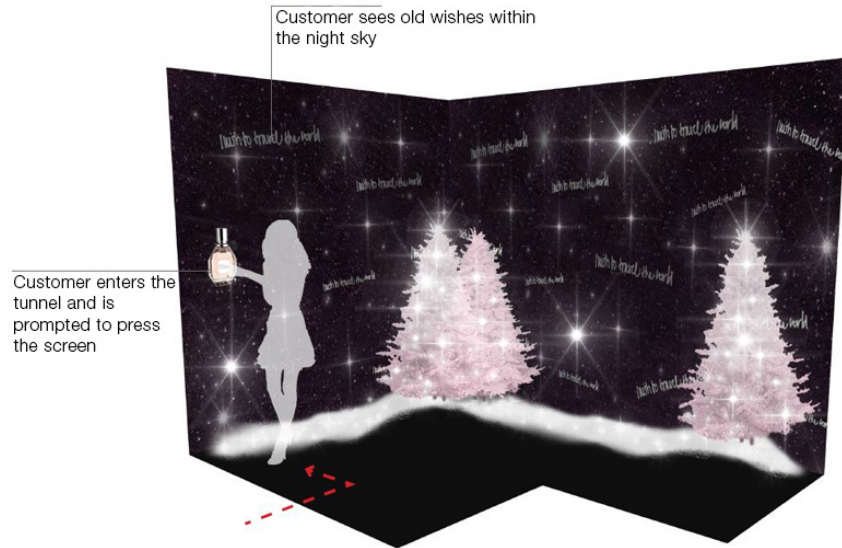
The projector can be managed and monitored remotely with Crestron RoomView®, Telnet, Extron IP Link, AMX and PJ-Link, which allow almost all aspects of the EH415ST to be controlled across a network. It has extensive connectivity supporting a wide number of computer and video inputs including VGA and two HDMI ports.

The booth was set up at several locations in the lead up to Christmas including Selfridges, London and The Trafford Centre, Manchester.

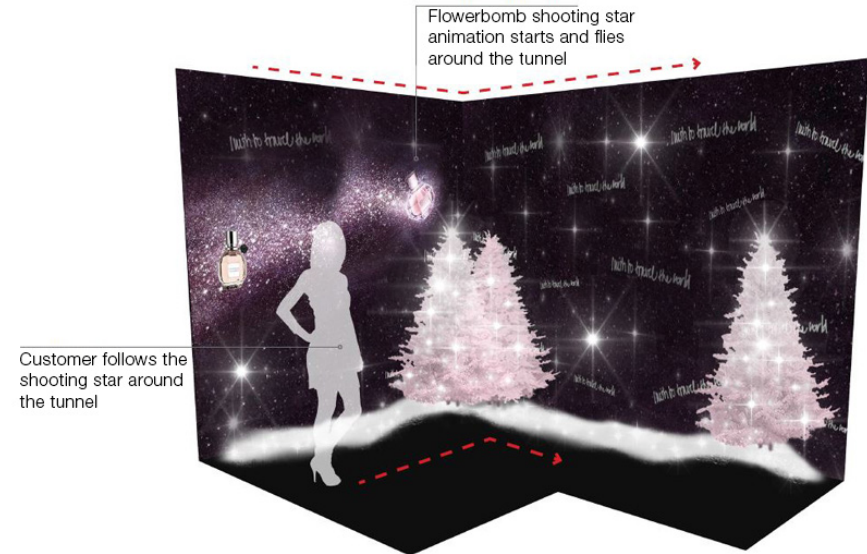


EH415ST short throw projector

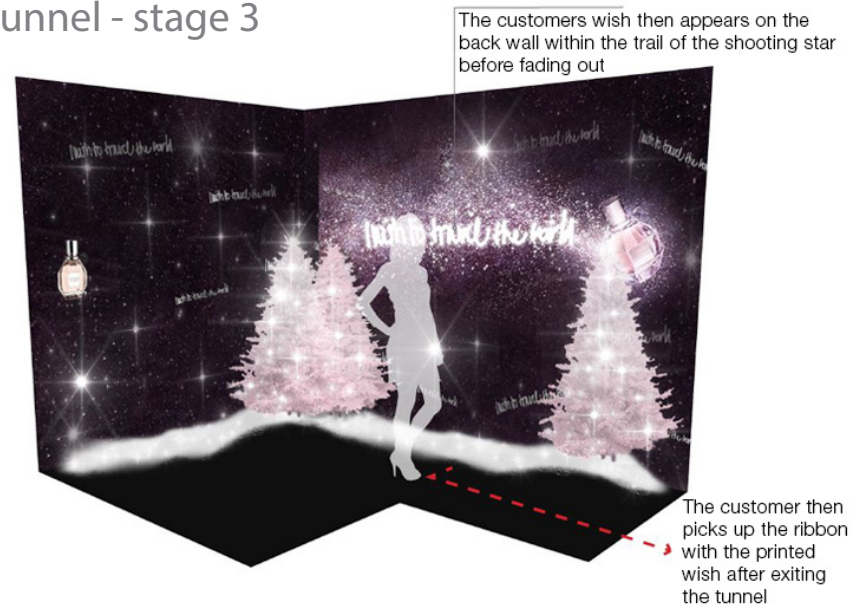
## Inside the tunnel - stage 1



## Inside the tunnel - stage 2



## Inside the tunnel - stage 3



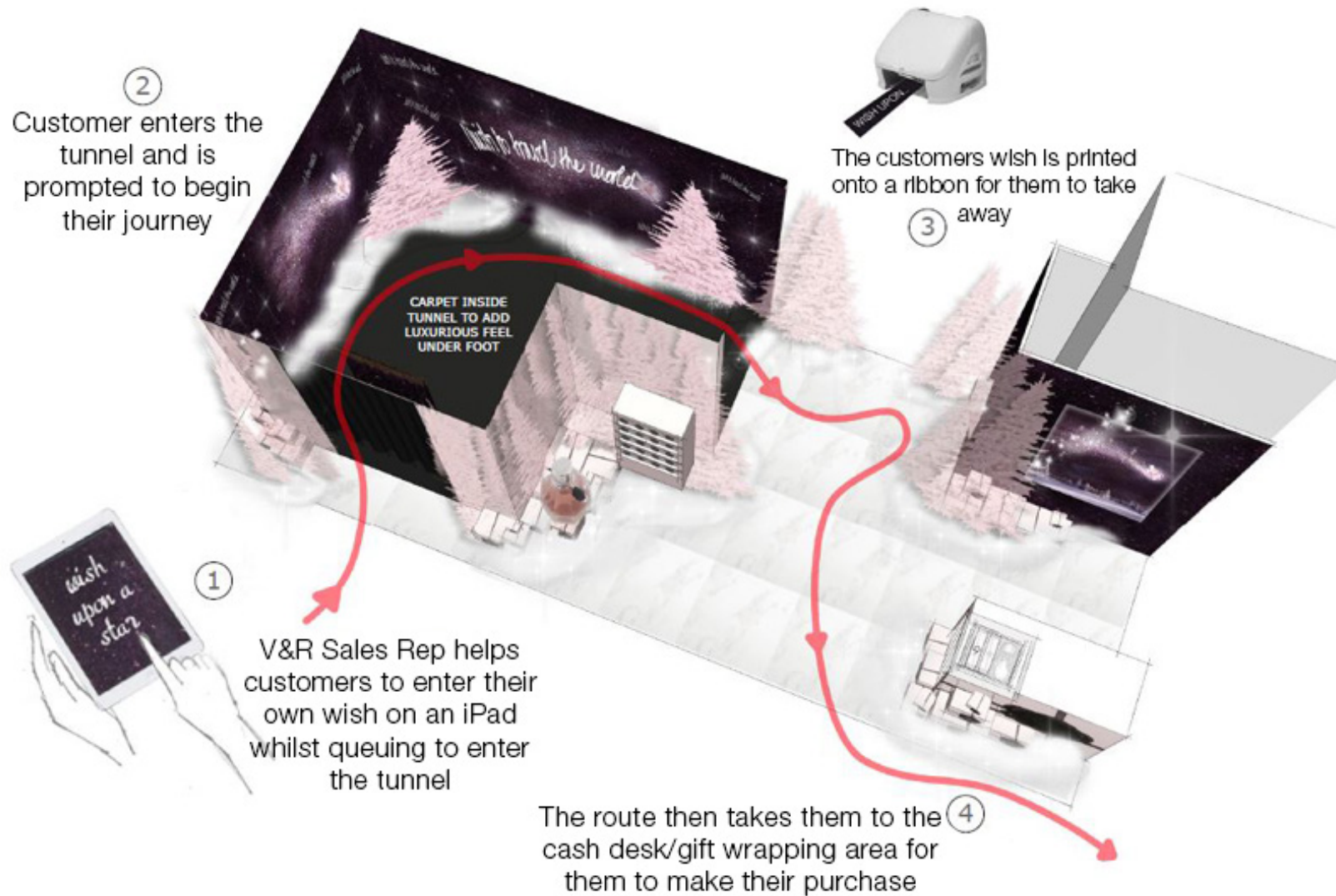
## The Results

“This was a fun but challenging project to work on. Our challenges included filling the largest possible area with visuals inside the very limited space, creating custom animations, inspired by L’Oréal’s TV ad, and wirelessly networking the entry iPads to the computer running the multi-screen visuals.

“It was great working with Elemental to produce an experience which was really enjoyed by the public, adding a little Christmas magic to their shopping”

Stuart Cupit, Head of Experiential Production

## Customer journey through the whole site





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