



The Harrods Installation using the Vario L2 -  
Probably the Best Retail Digital Signage in the World



Anyone familiar with the London scene will know that Harrods is so much more than a shop – it's an epicurean experience and as well-loved a tourist attraction as Buckingham Palace or Big Ben. A prime location for a retail AV installation, Harrods spent a number of years exploring the use of Digital Signage, evaluating many solutions from all over the world. Having committed to a

store-wide deployment of 100+ High Definition Displays, Harrods selected Remote Media as their partner for a robust, scalable and flexible Digital Signage solution to meet their current and future requirements.

Blue Chip Technology are the hardware partner of choice for a number of key software players,



including Remote Media - home of the award winning signagelive® SaaS (software-as-a-service) solution. Remote Media recommend and deploy the Blue Chip Technology Vario range as a signagelive bundled device to their customer base, including the prestigious Harrods contract.

Appointed by Harrods as exclusive providers of Digital Signage hardware, software and video distribution products and services, Remote Media provided 15 channels of content running 250 screens across the Harrods' main store, Harrods 102 and the Heathrow concession. The designated hardware driving this content is Blue Chip Technology's Vario L2 solid state media player. Displays powered by signagelive and Vario L2 can currently be seen within Harrods at the entrance to Door 10, Whitehall Perfume department and Room of Luxury II.

The Harrods installation has won plaudits across the industry with The Daily DOOH opining that it is "the best retail installation in the world". Both visually stunning and commercially viable, the advertising revenue supports a healthy business model.

"We're now generating over 1.5 million pounds in advertising income and we've had a total of 500 different advertisers who've used our system."

*Guy Cheston - Director of Advertising - Harrods*

Obviously it's the content and aesthetics that captured the headlines - but every display requires a reliable multimedia engine to keep the content on screen and on schedule. The Blue Chip Technology Vario digital signage player range, as used in the Harrods installation, is a dedicated platform designed and manufactured in the UK. The Vario L2 supports HDTV resolution content, multiple display interfaces - VGA, DVI, HDMI, gigabit LAN and MPEG 2, MPEG 4 and WMV9 hardware acceleration. The unit can also be configured with optional TV in - for a comprehensive signage solution. With a compact footprint of W300mm x H57mm x D200mm, the robust steel chassis has a regulated fan for cool and quiet operation, optional system watchdogs and a 40°C operating temperature. Vario players come with a standard one year warranty and a long term managed lifecycle - enabling software players such as Remote Media to standardise on a reliable long term platform.