



Style and Substance: **Victoria's Secret Stores, Russia**

Case Study

Lightware Visual Engineering



Market	Country
Digital Signage/Commercial	Russia (Moscow and St. Petersburg)
Lightware Equipment Used in Project	
Lightware MX-FR33L router frame and various extenders	

This is a shortened description, please read the original article for more details and insights.

Auvix scooped the 2019 InAVation Award for Retail with its project across two Victoria's Secret boutiques in Moscow and St. Petersburg.

Womenswear brand Victoria's Secret recently drafted Russian integrator Auvix to overhaul display systems and audio at its flagship boutiques in Moscow and St. Petersburg.

Huge videowalls accompanied by punchy sound were planned for each of the stores. All AV equipment had to integrate with existing systems used by the retail brand. Remote management capabilities were necessary and audio and video broadcasting had to work independently.

The Moscow store, located at the Evropeisky Shopping Centre covers just over 1,500 sq m, spanning a semi-basement and a ground floor.

The two floors are connected with a staircase and Victoria's Secret wanted one of the videowalls to be installed partially behind the stairs. A further two videowalls are located in the store's beauty selling area and near the cash tills.

Signal routing and extension is handled by Lightware products centred on a Lightware MX-FR33L digital crosspoint video router frame.

To deliver the project Auvix had to work at night when the stores were closed. The integrator trained Victoria's Secret staff in using the systems and remains on hand for maintenance and technical support.

Source: <http://www.inavateonthenet.net/features/article/style-and-substance-victoria-s-secret-stores-russia>

