



NEXT Stores: Wireless Portable PA Systems

“Set your alarm clock for 3am... get your camping chair out of the garage... and sharpen your elbows!” – just some of the advice NEXT offers its customers ahead of their iconic (and perhaps slightly infamous!) seasonal NEXT Sale events!

Location: **UK-wide**
Client: **NEXT Stores**
Supplier: **Imagesound**

Client:

The NEXT retail chain is one of the UK's greatest high street fashion success stories and today trades with more than 500 stores throughout the UK. And this leading retail brand is almost as famous for its seasonal NEXT Sale events as it is for its retail success! When dates for the NEXT Christmas, New Year and Summer Sales are revealed, you can bet that you'll find it written in big, red, underlined letters in the diaries of every self-respecting high street bargain hunter! Queuing overnight, down the street and creating news-worthy traffic jams throughout the country is the norm for a NEXT Sale!

System Requirements:

Controlling the crowds of shoppers, therefore, and moving customers through the tills as quickly and efficiently as possible is a key challenge recently addressed by NEXT and their audio visual suppliers Imagesound. One of the key solutions to improving customer traffic flow during these extremely busy periods is through the use of localised audio messaging and background music.



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The Solution:

Imagesound specified CIE’s Focus Wireless Portable PA Systems, which can quickly and easily be positioned in high customer traffic areas, to broadcast a series of pre-recorded messages (or live via wireless microphone) advising customers of ‘best practice’ tips to organise their prized bargains in order to get them through the tills more quickly.

This roll-out project has so far seen CIE AV Solutions supply Focus Portable PA Systems to more than 40 stores, each supplied with USB memory sticks pre-load with recorded messages.

The FOCUS PRO38 System is a highly compact unit which provides fully wireless audio capabilities via the on-board rechargeable battery and UHF microphone and also allows for various audio sources to be connected such as wired microphone, CD or MP3 player, SD card, plus much more.



Product:

- 40 x Chiayo FOCUS PRO38 Wireless Portable PA System
- 40 x Chiayo ST-40 Focus Tripod Stand

Products used in this project



Focus PRO 38 Wireless Portable PA System



ST-40 FOCUS Stand



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