X SERIES

Datapath Fx4 control video wall at award-winning interactive store

Engineering the **world's best** visual solutions

DATAPATH
EXCELLENCE BY DESIGN

cruise1st.co.uk
second to none

BACKGROUND

Launched in 2000, Cruise 1st wanted something that engaged customers with their brand at their Salford Quay store. Their new accommodation with office space, was the first interactive cruise store in the UK, opening in January 2018. Datapath's Fx4 controller - InAVation Awards Digital Signage product of the year - took control of the content.

The eye-catching display and technology benefits enjoyed by customers saw the project win Best Commercial Install accolade for integrator Handy AV at the 2018 Smart Building Awards.

THE CHALLENGE

With Cruise 1st's company moto of 'Second to none', the office and interactive cruise store had to be something special to set it apart from high street travel agents. Cruise 1st approached Handy AV to put together a complete retail and office AV solution for the new premises. As a premier retailer, Cruise 1st wanted to create an environment where customers could feel relaxed and enjoy browsing and planning their next cruise holiday.

THE SOLUTION

The interactive store was the first of its kind in the UK catering exclusively for cruise holiday customers. The design for the interactive store centred around a set of 12 user touch screen terminals with information kiosks and screens around the store.

The Cruise 1st interactive cruise store has 12 iiyama 22" monitors on bespoke PMV desk mount brackets to provide interactive terminals for browsing, configuring and purchasing cruises. All the video content to the large screens is delivered by BrightSign digital signage players, including live TV content from Cruise 1st's own Sky TV channel (Channel 860). The 2x2 iiyama 46" video wall is hung using B-Tech's System X mounts and content is delivered from the BrightSign players via an award-winning Datapath Fx4 display wall controller. The window display signage, again, uses iiyama screens mounted with B-Tech floor to ceiling mounts.

Cruise 1st are planning to further enhance the window signage from the office side of the building onto the quayside during 2018.

REFERENCE
Datapath
www.datapath.co.uk

Handy AV
www.handyav.com

KIT LIST

- **1 x Datapath - Fx4 multi-display controller**
- **4 x iiyama – ProLite IIYTF4637B2AG 46" interactive display**
- **7 x iiyama - ProLite IIYLH5581SB1 55" screens**
- **12 x iiyama - ProLite IIYT2236MSCB2 22" touch screen monitors**
- **3 x B-Tech BT8431 screen mounts, BT7822 ceiling plates, BT7850 poles**
- **1 x B-Tech BT8340-WL 2x2 System X video wall mount**
- **4 x BrightSign - BSXT243 media players**
- **12 x PMV Mounts custom built desk stands**
- **3 x PMV Mounts custom built lecterns enclosures**

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