

Case Study – Gap interactive windows



Overview

Signal Noise brings to life Gap window displays, thanks to Feonic

Product

F1.3 audio drives

Designer/installer

Signal Noise

Contact

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Signal Noise, the London-based creative digital agency, has successfully launched interactive window displays in Gap's flagship stores in London, Paris, Rome and Milan, to showcase its Be Bright 'Denim Moves You' campaign. The window displays each include six 46inch LCD screens that run a huge video showcasing American 'jookin' dancer Lil' Buck. To capture additional interest from passers-by at the London and Paris stores, the Signal Noise team installed Whispering Window 'invisible audio' devices from Feonic Technology, which convert the window surface into a speaker, projecting the sound from the video on to the street. Having been successfully used for three previous Gap campaigns, the Whispering Window creates additional impact and helps generate more interest in the eye-catching displays.

Hem Patel, a Partner at Signal Noise confirmed: *"Having used Feonic's Whispering Window in three previous Gap campaigns, we certainly know that the devices help to 'turn more heads' and attract greater interest, as people are intrigued as to where the sound is coming from. The devices are great as although they may be small in appearance, they create a big impact, which works well for making an even bigger showcase of our digital retail displays."*

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INVISIBLE SPEAKER

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