

# Case Study – Exclusive Samsung Launch



**John Lewis**  
Samsung  
**SMART TV**



John Lewis launched an impressive interactive window display at its flagship Oxford Street store and Peter Jones on Sloane Square, designed to support a state-of-the-art campaign that promotes the retailer as *the place to experience the latest Smart TV technology*. The ‘BEAUTIFUL – On or Off’ campaign, created by the communications agency adam&eveDDB, will entertain shoppers and commuters with a memorable augmented reality experience, audio-enabled using [Feonic’s](#) Whispering Window invisible speakers.

The window displays showcase the innovation of Smart TVs, including voice and gesture control. People passing by the stores are able to use the technology first-hand, and by integrating Whispering Window technology, sound is projected through the windows so everyone can hear the Smart TVs.

Led by [TRO Group](#), who specialises in experiential marketing, retail activation and live events, the Feonic installation has been managed by sound and communication specialists [Orbital Sound](#), alongside event production company, [EPMD](#). The augmented reality component has been designed by creative technology agency, [Inition](#), which has a strong focus on augmented and virtual reality and gestural interaction.

James Barnes from TRO Group confirmed, “*With the ‘BEAUTIFUL – On or Off’ campaign, John Lewis wanted to deliver something out of the ordinary, to make as much impact as possible. It has been a pleasure to work on such a fantastic project that brings together cutting edge technology and design to deliver a unique consumer experience in an unexpected environment.*”

Eric Simpson, Event and Communications Director of Orbital Sound added, “*The end result is truly captivating; combining state of the art Smart TVs, with the ability to analyse gestures and sound, with a range of augmented reality and AV technologies that bring the retail window displays alive.*”

Neil Keane, production manager of EPMD, “*John Lewis and Peter Jones have worked with Feonic’s Whispering Window audio devices before and so we knew they would also suit this project. Not only are they easy to install, but they create a fantastic level of engagement as passers-by can hear the music related to the display, but are not aware as to how the noise is being produced*”.

<https://www.youtube.com/watch?v=nZXKC4FQGRc>

**feonic**  
INVISIBLE SPEAKER

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