

# Building the impossible: unique display unit required for EE's showcase stores

## Motorised POP display

- ▶ **A present machine with a conveyor belt?**
- ▶ **Sides with present tubes and machine cogs?**
- ▶ **A platform that moves a character up and down?**

### Right, leave it with us!

This may not be a normal request, but it is a real one. And one we've just made real.

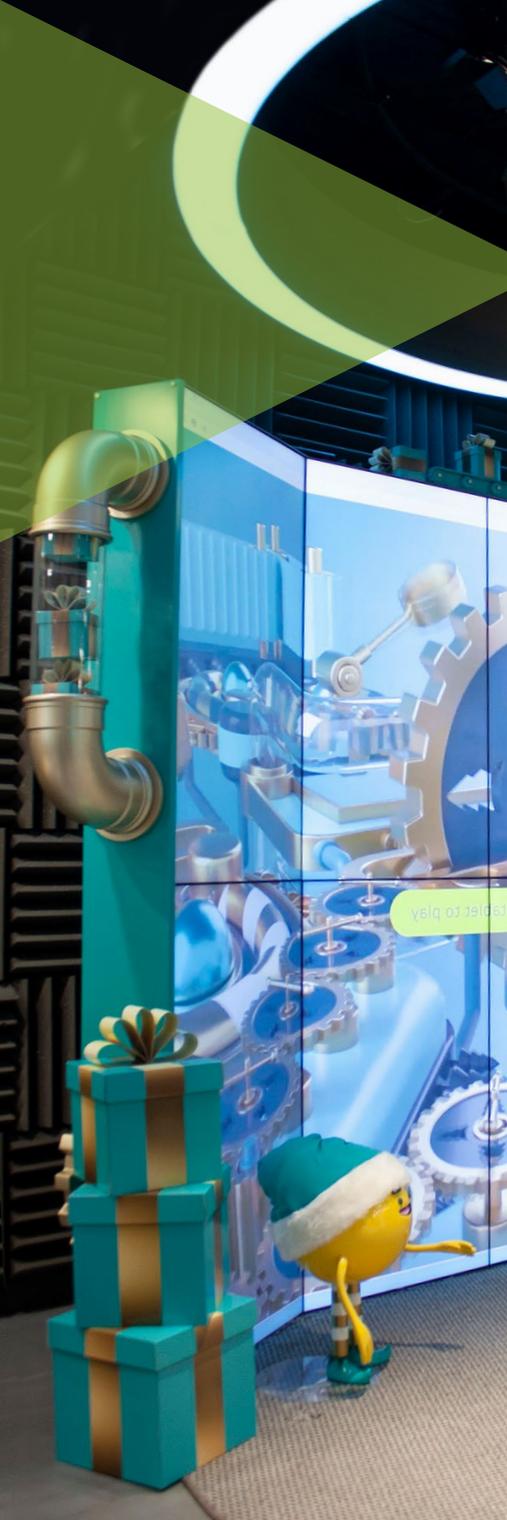
Towards the end of 2017, EE unveiled five showcase stores in London, Oxford and Nottingham. EE approached DisplayMode to create a unique display for Christmas 2018 that would be as special and eye catching as their new stores.

EE planned to show a Christmas video game on a trio of screens that they already had for a previous promotion. DisplayMode was tasked with creating a theatrical display that would wrap around the screens and feature moving parts to match the feel and scale of the video game.

DisplayMode needed to create the display to the exact dimensions of the video game so the surround would seamlessly become part of the video itself. The display needed to include moving parts, starting with a motorised platform that moved a character up and down the side of the display. Presents would then move along a conveyor belt and down a transparent tube with moving cogs.

And all these physical components must be aligned exactly with the video display.

The final design needed to be ready in stores in four weeks.



“ The physical components of the display have exceeded my expectations. This is the best project that I have worked on for EE. ”



## About the Client

EE, part of the BT Group, is the largest and most advanced digital communications company in Britain, delivering mobile and fixed communications services. EE has approximately 553 retail stores, and services more than 31 million connections across its mobile, fixed and wholesale networks. EE runs the UK's biggest and fastest mobile network, pioneering the UK's first superfast 4G mobile service. EE's 4G coverage today reaches 90% of the UK geography and 99% of the population.

## Challenges



- **Scale**—The display was to surround screens playing a video game. The physical parts of the display needed to match the look and feel of the video graphics, and needed to be scaled to the exact dimensions of the gameplay.
- **Moving pieces**—The display was to feature many moving parts, including a large character that would travel up and down the side of the display on a platform. DisplayMode needed to consider the weight of the items being moved, and it was important that the pieces would look like they were moving seamlessly without a noisy background motor breaking the 'magic'.
- **Tight timeline**—DisplayMode had just four weeks to prototype, test and produce a final display ready for EE's showcase stores. This required excellent project management and team work to get all the elements of the display ready and working together to the in-store deadline.

## Solutions

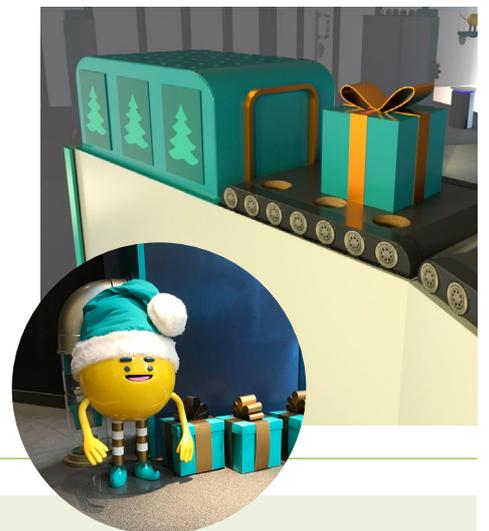


- **Silent motor**—Whilst the display included many moving pieces, it was important that these pieces would move effortlessly, as if by magic. DisplayMode utilised a silent motor that would move the pieces around the display unit without any noise. This required clever planning of materials, particularly with the large character that was to move up and down the side of the display, to ensure the moving parts did not exceed the weight limit of the motor.
- **In-house production**—DisplayMode designed, prototyped, manufactured and assembled all elements of the display unit at the UK factory. This gave DisplayMode full visibility and control of the project, and meant a quick turnaround was possible, whilst retaining the attention to detail required.
- **High-quality finish**—It was important that the display was made to the highest spec and with a great attention to detail. DisplayMode achieved the high-quality finish required by using the new, state-of-the-art CNC machine within its UK factory. CNC (computer numerical control) machining refers to the use of computers to control machine tools in manufacturing, and it allows for a more precise cut and speedier output than working manually.

## Results



- The final display was completed to a high standard and was very well received by EE. The display exceeded their expectations and DisplayMode was invited to quote on another EE project the day after install.
- The physical parts of the display matched up perfectly with gameplay. This was achieved by meticulous pre-planning and ensured the display worked seamlessly with the video game it surrounded.



## Conclusion/Result/Benefit

DisplayMode worked to tight timelines to produce a high-quality display with moving parts and to the exact dimensions of the video game the display surrounded. Having the necessary machinery and expertise in-house, meant the display could be designed and manufactured wholly from the UK factory providing an excellent attention to detail with the quick turnaround required.

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