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# AMX - THE KIT IN THE KITBAG STORES



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With tickets sales no longer enough to keep them afloat, astute football clubs are realising the importance of maximising their merchandising-related revenue streams. So, when Premier League champions Manchester City appointed online football retail specialist Kitbag as their official retail partner, both parties knew that leveraging the value in what was now an internationally-recognised brand would be key to the club's commercial success.

With Manchester City looking for new ways to engage with their customers and drive growth across the board, Kitbag were given the task of developing the club's retail business by providing an unrivalled shopping experience for Manchester City's global fan base. With a brand new city store in central Manchester planned and the home ground store at the Etihad stadium to be refurbished, Kitbag turned to the Maxim Creative Group, audio-visual specialists TVC and a digital signage and video distribution solution from

AMX that would prove integral to the retail experience within these soon to be state-of-the-art environments. A staggering 420% bigger than its predecessor, Manchester City's new CityStore promises to become a magnet for Blues' fans; offering more choice and a full range of merchandise, including clothing and a unique shirt printing laboratory. Internally, both the CityStore and the Etihad store have been designed to make a huge impact on fans; encouraging them to visit the shops again and again and make repeated purchases. Within these vibrant retail environments, state of the art audio-visual technology has been used to maximum effect. Visual merchandising has been enhanced with the use of AMX's Inspired Xpert digital signage platform which allows Maxim to deliver the kind of messaging that demands consumer attention.

Into each store, TVC has supplied, installed and maintains a range of screens which combine to deliver a dynamic

visual experience; these include window screens, wall-mounted screens and high-impact projection and video walls. Multiple, strategically-placed screens in the shirt print laboratories enhance this interactive and innovative feature, whilst wall-mounted screens behind the tills in the service areas serve to inform and influence the buying decision, right up to the point of purchase.

The Inspired XPert Signage solution enables Maxim, who were responsible for the design and fit-out of the stores but who also have ongoing responsibility for the creation and deployment of screen content, to deliver vibrant, animated messaging onto the installed screens. Through pre-configured hardware and an intuitive software application, they can easily manage content, graphics and animation, targeted to Blue's fans. This innovative solution seamlessly handles multiple channels, running at both sites, with schedules being capable of change every few minutes. The content schedule could be the same in either store, or specific to each sales location. AMX's Composer user interface enables Maxim to create an unlimited portfolio of schedules with start and end times that match the exact requirements. Furthermore, schedules can be configured to utilise content from a variety of sources, individually or in combination and schedule changes can be made days or weeks in advance, or just a few seconds before they are due on screen.

NetLinX controllers in each store location give the Inspired XPert system its unique point of difference - the ability to not only create signage, but the ability to create and control it. Providing the technological brains behind Manchester City's signage solution, the NetLinX controllers allow the array of screens and Inspired XPert players to become integrated as part of a unified digital signage system. AMX also affords the ability to remotely access and control the signage deployment, allowing Maxim to manage content and scheduling from their London office. Local control is provided via iPads in each location. An AMX App transforms the iPad into a fully functional wireless touchpanel for controlling the Inspired XPert platform. This innovative application connects as a native AMX device to the NetLinX master to provide users with real-time, touch control of digital signage functions.

So, with their state-of-the-art specification and Inspired signage technology, Manchester City's new stores are taking merchandising to another dimension; ensuring that the team is well placed to continue to deliver the goods, both on and off the pitch.



An AMX app transforms the iPad into a fully functional wireless touchpanel for controlling the Inspired XPert signage platform



Ceiling-mounted screens behind the tills in the service areas serve to inform and influence the buying decision, right up to the point of purchase



Multiple, strategically-placed screens in the shirt print laboratories enhance this interactive and innovative feature



The AMX system is integral to the retail experience at the Etihad stadium

## OVERVIEW

With tickets sales no longer enough to keep them afloat, astute football clubs are realising the importance of maximising their merchandising-related revenue streams. So, when Premier League champions Manchester City appointed online football retail specialist Kitbag as their official retail partner, both parties knew that leveraging the value in what was now an internationally-recognised brand would be key to the club's commercial success. With Manchester City looking for new ways to engage with their customers and drive growth across the board, Kitbag were given the task of developing the club's retail business by providing an unrivalled shopping experience. Enter AMX and a digital signage and video distribution solution that would prove integral to the retail experience within these state-of-the-art environments.

## LOCATION

Manchester, United Kingdom

## HIGHLIGHT

Into Manchester City's stores, integrator TVC has installed a range of screens which combine to deliver a dynamic visual experience; these include window screens, wall-mounted screens and high-impact projection and video walls. Multiple, strategically-placed screens in the shirt print laboratories enhance this interactive and innovative feature, whilst wall-mounted screens behind the tills in the service areas serve to inform and influence the buying decision, right up to the point of purchase. AMX's Inspired XPert Signage solution enables the creation, schedule and delivery of vibrant, animated content to these screens, displaying messaging that is perfectly tailored to Blues fans.

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