

Beyond scanning a QR code.

Launching content to in-store screens has never been easier

FUJIFILM wanted to revolutionise its shops through an experience with visual impact. A professional photo and video shop needed to live up to the products it offers.

The aim was clearly to inspire the potential customer. A videowall was installed at the entrance where promotions and high quality professional photographs are shown. And a pair of screens at the back of the shop offer an interactive experience where the customer can launch content from their mobile phone to the shop screens.

A QR code takes the user to an interactive menu on their mobile phone where they can choose the different camera models, and when they press play, the chosen video is played directly on the shop screen. An original and interactive solution that catches the attention of anyone who tries it.

