

VITRINEMEDIA

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# A Peek Into Panoramic Perfection

The Ultimate Guide For  
Window Display Solutions



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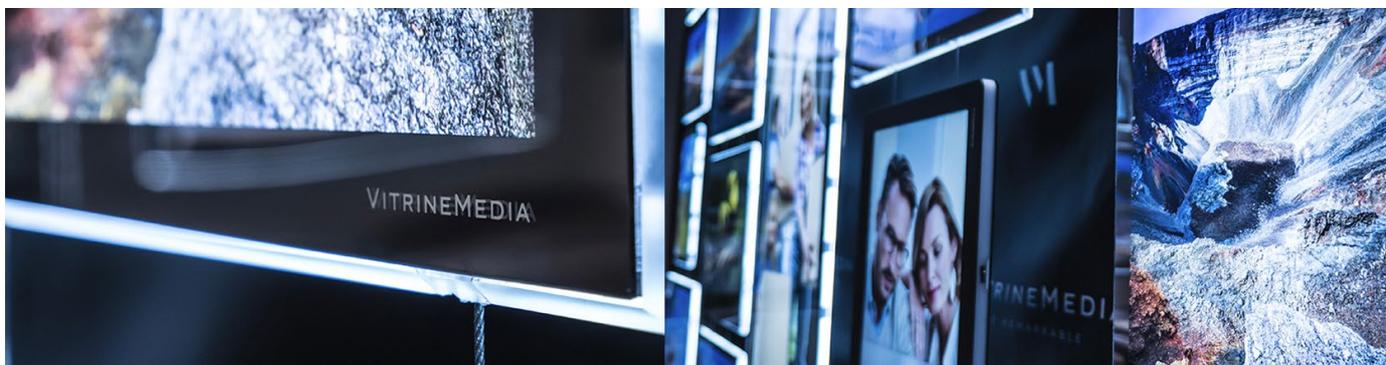
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# 01. WHY ARE WINDOW DISPLAYS IMPORTANT?



They say the window of opportunity opens and closes as fast as a camera's shutter.

And while that might well be true in many instances, we can say categorically that it's patently false in one – and that's in the world of window displays.

Here, knowing how to make your shopfront shine will deliver opportunity upon opportunity as you rise above the clutter and enjoy a prominence akin to standing on the shoulders of giants.

And we'd like to help, with a little guide we call "A Peek into Panoramic Perfection".

The question that seems to be on everyone's lips is 'Why is a window display important?', which makes for the logical starting point.

We're all in business because we believe we have something to offer, something of value, whether it's ourselves and the intellect or skills we possess, our products or our services. We have also

gone to the expense of having ground-floor premises streets or high traffic areas of shopping malls.

But to assume that we'll just be known because, well, we're good, is a lot like winking at a pretty woman in the dark. You know you're doing it, she's none the wiser.

It's the same with our windows, and when we fill them with great displays, we not only convey a professional image but leave nobody in any doubt about what we do, what we're good at and how we can improve their lives.

These days, a great display starts and ends with great imagery, which research has shown creates a desire, an interest and even an aspiration. Stunning photography, professionally taken, sharp in focus, rich in colours like blues and greens and bathed in appropriate light, is priceless; on the flipside, amateurish shots, poorly composed, cluttered and weighed down by endless copy are a waste of time, effort and money.

## 02. AVAILABLE SOLUTIONS

*Let's look at some of the technologies available – from the entry-level paper displays to backlit static displays and digital offerings.*

### PAPER SIGNS

Stock standard paper, I'm sure we all agree, is the archaic option. It had its halcyon days back in the 1960s and 1970s when the technology didn't allow for anything more. What paper window displays did tell us was that even back then, there was a definite need to promote, to advertise, to inform and to educate.

In the retail industry, the window card has long been the preferred display vehicle – and it continues to hold that lofty status today. All we've done is take it to the next level.





## **BACKLIT & DIGITAL DISPLAYS**

And that's where we find the backlit and digital displays, the former led by-products such as our VitrineMedia family of static backlit LED screens and the latter by television monitors. While both have their roles to play, we're finding that the swing to backlit LED is gaining momentum as companies like you come to realise their many benefits.

Yes, a large television screen with its dynamic content will draw people to the 'action', but it is the static displays that will then hold their attention and allow them to absorb the information they're after – and at a pace they're comfortable with.

The problem with information on a TV screen is that it's invariably on a loop... and if your arrival at the window doesn't miraculously coincide with the data you're after being displayed, you might need to stand around and wait for its return.

Or not!

It's a hit-and-miss game of Russian Roulette that could very well see you wander off none-the-wiser – and perhaps even a little peeved at not having instant access to what it is you seek.

## 03. COMPARING LED AGAINST TV

VitrineMedia's backlit LED screens have several other significant advantages, starting with their **environmental friendliness**. LED has the lowest carbon footprint of any electronic marketing device, to the point where one 55-inch television monitor chews up as much power as 50 – yes, FIFTY – A3 LED screens.

Then there's the impact. It's an unfair contest, where one lonely screen, albeit with moving pictures, will always lose out to 50 A3 screens, each with stylish minimalist lines and amazing visual power.

Another key advantage is **simplicity**, with the backlit LED screens designed, developed, manufactured and tested against rigorous quality control standards at VitrineMedia's modern manufacturing facility coming with 10-year guarantees and an enviable track record of zero technical issues or outages.

Okay, a power failure will have the lights go out, **but you will still be left with what will temporarily be a paper display**. Not so the TV, where you're guaranteed the nightmare scenario of the black screen of death.



When the power returns, the VitrineMedia screens **immediately light up** whereas the TVs have lost the feed and need to be rebooted. All well and good if it happens during normal office hours when someone can step in and attend to the rebooting but if the power comes back on after hours, your TV screen will be dead until morning.

That's before we turn our thoughts to an oft-forgotten or overlooked reality: content management. If you've invested in large screen TVs, you'll surely want to maximise their impact – and that means filling them with slick and professional videography. Which, of course, means outsourcing your **content management** to a professional video production house – and that can start to get quite pricey.

When you stop to reflect on these very real challenges and consider how technological advances are giving static displays a digital aspect, you will further appreciate the enormous benefits of LED over TVs.

Our customers are now looking at developments such as Augmented Reality to transform their static displays into the digital realm; they're also embracing Quick Response – or QR – codes to take the savvy visitor to a landing page where they can register their expressions of interest and the like. And the impressive uptake we've seen in the LED space is only expected to increase as we fine-tune new Virtual Reality technology.

## *So, who doesn't need LED screens?*

We've had occasions where doubters have suggested that our screens aren't applicable to their line of business. Our response is always the same: if you're in business, whatever business, you need to promote your wares if you're to succeed. You need to tell people about you, your products and your services – and there is no better, more cost-effective and environmentally friendly way of advertising oneself than with LED screens, best of all the benchmark in LED screen technology, VitrineMedia.

## 04. BONUS: THREE TIPS TO MAKE YOUR SHOP STAND OUT TODAY

*Finally, I'd like to share three tips on how best to make your shop stand out.*

### TEXT

Let's start with text and its myriad aspects. There's contrast, and size, font and upper case versus lower case. It stands to reason that a **dark text on a light background delivers the most striking impact**, and there is no better dark colour than black, with research showing that it outscores the dark reds, the dark blues and the dark greens every time and in every situation.

The size of your type is dictated by the traffic you're looking to capture, with footpath traffic logically requiring a smaller type size than that for road traffic. Research suggests a **25pt size for foot traffic** and at least **double that for road traffic**, the variables being how far the road is from your shopfront and the road's speed limit.

Closely related to size is font – and again, **it comes down to your audience**. As everyone's a potential customer and needs to be catered to, it's wise to use a font that appeals to all. Something esoteric and leaning towards the avant-garde variety might well appeal to a millennial but could leave a baby boomer nonplussed, so go for something **universal** that's also **bold** – italics is another no-no – such as Arial. It's best, too, to choose **upper and lower case** in your text as studies show it's easiest on the eye.

Another bit of research I'm sure you will find interesting is something we conducted a few years back, the findings unequivocal that when you use the correct font, the correct type size and dark upper and lower case lettering against a light background, people who normally wear glasses can stand a few metres back, remove their specs and read every word with relative ease.

That's the power you will have in your window when you get these four elements right – and share them via backlit LED.



## IMAGES

The second thing to remember is that signage is essentially a visual thing – and that means leaving War and Peace to Leo Tolstoy, going **easy on the copy and celebrating the imagery**.

The real estate industry is a great example of this trend catching on. Just a few years back, property cards tended to be filled with line upon line of copy championing the merits of the home; now, the more astute are turning to a few icons to indicate the number of bedrooms, bathrooms and garage parking capacity. They'll mention the suburb and feature a QR code, but that's it. The rest is devoted to the real hero, a spectacular photograph of the home.





## LOCATION

I'll leave you with what we call the VM Matrix, our installation Bible developed over 13 years in the business, research and feedback to deliver the optimum window display.

We started with the premise that there's a clear frame or outline the human eye focuses on, suspecting that anything on the periphery will be lost – or at best, blurred. We then measured the height and width of the window and using our CAD design tools, mapped the optimum surface area before testing the assumption with customers and the viewing public across the world.

Our hypothesis proved correct: when designing a display in a window that runs from ceiling to floor, the very bottom of the lowest screen should be a **minimum of 45cm from ground level** while the top of the highest screen should not exceed **215cm from the ground**.

Stick to this simple rule and you will be sure to have a display that's not only balanced and spectacular but viewer-friendly, with no craning of necks or bending over double to view what it is you're looking to promote.

Oh, and here's one for the road...

**Landscape is preferable to portrait**, for the simple reason that we're a linear mob, we read from left to right rather than top to bottom, so anything to support this trait must be a positive. It's over to you. Get out there, apply these guidelines and you'll have everything you've ever wished for in an appealing and effective display.

We hope you found this document useful and have a clearer understanding of how you can implement our recommendations in your own storefront today.

If you have any questions, please don't hesitate to [get in touch](#).