

LED Display Solutions For Retail



Fashion Show and Barco

The Challenge

- Develop a visual attraction that would capitalize on Fashion Show's location on the Las Vegas Strip and compete in its own right with the many attractions of Las Vegas.

The Barco Solution

- Use video throughout the building to emphasize the many aspects of fashion with two primary focal points: 'The Great Hall' and 'Cloud Plaza'. To each of these areas Barco added a video spectacular that both complements and energizes the space.

Gregory E. Zimmerman, Vice President & Development Director, The Rouse Company, stated, "Just as Las Vegas offers visitors a truly unique experience, Fashion Show's recent expansion will offer retailers and customers an unforgettable shopping experience. In addition to numerous quality stores, we are now able to offer live fashion-related shows and other multi-media entertainment and events thanks to the superior video quality of the Barco LED displays and the one-of-a-kind moving track. The indoor and outdoor Barco LED displays not only enhance the Fashion Show brand and distinguish Fashion Show along one of the world's most visible streets, but they also allow our customers to enjoy a state-of-the-art retail development and a memorable shopping experience."

BARCO

Visibly yours

The Response

"In the world of high-profile branding, it is of the ultimate importance to have your brand stand out from the pack. For the first time ever, these ultra-high resolution daylight displays offer us as clients a medium with unparalleled impact at the point of purchase, making our message so much more powerful."

Rita Brandin, Vice President & Development Director, The Rouse Company



Great Hall

The Great Hall is located in the center of Fashion Show. This giant atrium houses a new 775-square-foot (72 m²) stage and 80-foot (24,4 m) runway that rise out of the floor for regular fashion shows and other special events such as product introductions and brand showcases.

Above the stage area of the Great Hall, Barco suspended three of its ILite 8 indoor LED displays from motorized hoists. During events, the displays can be lowered to various levels to provide video 'scenery' on the stage area. After the event the displays are raised up to the second level of the atrium to sit side-by-side in what appears to be a single wide-screen display. The content of the three displays is independently controlled so each can show its own separate images, or they can be combined to provide a dramatic, panoramic effect.

Cloud Plaza

Cloud Plaza is located outside on the Las Vegas Strip. The 1.25-acre (5.100 m²) plaza is crowned by a gleaming metal 480-foot-long (146 m) 'cloud' supported on ten-story-high columns. The cloud provides 60,000 square feet (5.600 m²) of shade to visitors below.

Mounted 108 feet (33 m) above the main entry to the plaza on a 400-foot-long (122 m) curved rail system are four Barco outdoor DLite 14 displays. These brilliant full-color outdoor LED video displays move independently or in conjunction with each other. Like the indoor displays, the content can run independently on each screen or work together to form a continual kaleidoscope of color and motion beneath the cloud.

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Barco Projection Systems is an ISO 9001 registered company.
The information and data given are typical of the equipment described. However any individual item is subject to change without notice.

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