

## QUESTEK JUST DOES IT

Global sports brand leader, Nike, has opened two Nike Concept Stores in Sandton City and Cape Town to surprise and inspire shoppers. In keeping with European trends, Nike were looking for an unique state-of-the-art video display system that would enhance the shopper's experience by providing exciting on-screen Nike marketing material and also be linked to MTV for shopper entertainment.



Questek's customised in-store on-screen display solutions met with Nike's exacting standards. The DNP 60" Holo Screen in the Sandton City store and the 84" New Wide Angle Screen installed in the Cape Town outlet offer unique high brightness properties, capable of producing crystal clear images.

Tim Ryan, divisional manager of Public Display Systems for Questek says that the installations were both successfully completed within two days and that Nike are thrilled with the results. Holograms offer an ideal point of sale display. The screen displays sharp, crisp images in brightly-lit environments - and takes up a minimum of valuable retail space. Visually suspended in mid-air, the transparent screen gives an impression of 3D depth. The unique projection concept means that the screen can be hung or mounted in the best locations for maximum exposure e.g. in shop windows, above pay points, in-store aisles, above escalators and in restaurant environments.

