



Creating a New Sales Channel with Interactive Digital Signage



HSN*, a multi-channel retailer and a leader in transactional innovation, worked with Intel to create the “HSN TOUCHWALL: Play, Shop, Share”, a new, highly interactive sales channel that offers consumers a one of its kind, shopping experience. The company collaborated with Intel to develop an immersive retail extravaganza that entertains and engages consumers. Programmed to offer consumers an “HSN New York Pizza Party”, this massive 13 x 8 feet touchwall could give people in public venues, like malls, sporting arenas and airports, the opportunity to take a pizza cooking class from world-renowned chef Wolfgang Puck. Four at a time, visitors stand at their own virtual kitchen counter and compete in a pizza-making contest.

“Game-On”

During the entertaining game, participants compete against each other and learn how to use the cooking products along the way, such as knives, rollers and pizza pans, in a digitally-animated way. They develop an emotional connection by practicing with the products, which can be a powerful motivator to subsequently buy the items. Following the experience, participants will receive an email or text on their mobile phone with a shopping list and link to place an online order that is delivered to their homes. Free of an actual storefront, this novel approach enables HSN to sell its cooking products without carrying inventory at the location.

Personalized

The HSN TOUCHWALL is an immersive digital display comprising twelve wide-screen monitors and providing a touch surface to comfortably serve up to four individuals simultaneously. This virtual kitchen is powered by 2nd generation Intel® Core™ i7 processors that produce vivid, high definition content played in numerous zones simultaneously. The experience is personalized, including directional audio used to provide individual instruction to each guest chef. This digitally-produced simulation of a real life environment allows shoppers to visualize how they would use the products in their everyday lives.

Lasting Impression

The HSN TOUCHWALL” epitomizes how HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. It enables HSN to reach new shoppers and connect with their existing shoppers in a meaningful way by telling a story that leaves a memorable and lasting impression.