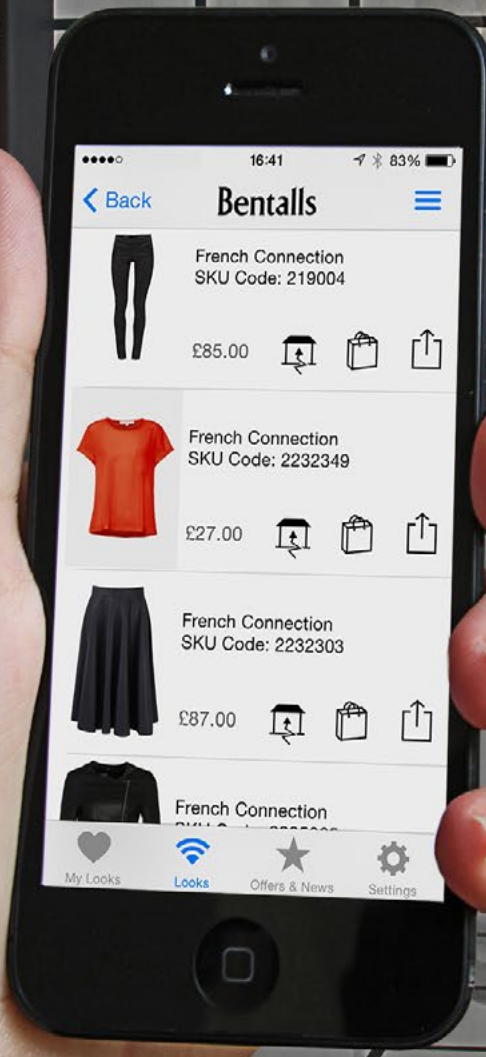


FRENCH CONNECTION



ICONEME GOES LIVE

CONCEPT 2

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Welcome//////////

Welcome to our Retail Technology Edition Newsletter.

It's taken a little longer than expected to send out our newsletter this quarter as we have been going full throttle with our new Iconeme/VMBeacon technology and further development of mannequins for both client and Universal Display's own ranges.

When our last newsletter went out I talked about the 'Future of Retail', however the Future is now.....we have successfully launched and installed VMBeacons with 5 retailers in the UK, over multiple sites. We have seen a huge engagement with the technology on the high street with consumers enjoying the benefits of this technology coupled with beautiful mannequins and visually pleasing window displays. Moreover, the retailers who are using the technology have already seen the benefits and are working with us to expand the technology into many more stores. You will also see several other retailers going live in the next weeks/months in both Europe and the USA so don't forget to download the app and experience the technology for yourself.



We hope to see you at the RDC in New York in December where we will be launching our new Concept 2 female mannequin range along with other exciting product. You will also be able to fully experience Iconeme/VMBeacon technology from your own mobile devices, so don't forget to download the Iconeme app from the Apple App Store or Google Play (Page24). Please be sure to pop by the showroom (138 West 25th Street) and take a look.

Don't forget to follow both Universal Display and Iconeme on Facebook and Twitter to be kept up to date with all the latest news and happenings.

I hope that you enjoy the newsletter.

Until next time.....

Jonathan

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P1XLM



CONCEPT

Ateliers

A View from our Sculpting Studio



Its been incredibly busy this year especially with the launch of Iconeme and the success that has ensued. Work in the studio has been intense with bespoke sculpting and new range development. Above is one the last few heads for the Concept 2 Range, semi abstract with clean minimal silhouettes.

These are two new figures from the Concept 2 range we are just finishing them ready for photography. For the first time these mannequins will be fitted with the new VMBeacon and Universal will be showing this range as part of the Retail Design Collective New York in December.

Adrian

VMBeacon & Iconeme App

August 2014, UK. Iconeme, launched its VMBeacon enabled mannequins in House of Fraser's Online Store (Aberdeen) Hawes & Curtis (London), and Bentalls (Kingston upon Thames). This is the first time that beacon technology has been used in store mannequins anywhere in world. Designed specifically for visual merchandising, the technology enables customers to receive details via their smartphone about the clothes on display and allows retailers to engage directly with consumers who are shopping in, or passing by, a store.

To access this technology, customers can download the free Iconeme app for iOS and Android, which they can then use while shopping in one of the participating retailers. When a customer with an Iconeme app is within a 50m range of the VMBeacon enabled mannequin, they will receive an automatic alert about the content they can access. This includes details about the clothes and accessories displayed, such as price and links to purchase the items directly from the retailer's website, or where they can be found within the store. Shoppers can also see more detailed photos and descriptions of the products plus save looks for later, share with friends and access additional offers and rewards.

Jonathan Berlin: "This technology will change the way people shop on the high street, as it brings together both on and offline retail. Research shows that customers already use their smartphones while shopping in store, but until now, the retail industry hasn't realised the full potential of this. The VMBeacon creates a completely new dimension to the shopping experience, by combining the consumer desire to be connected on the go, with the bricks and mortar store. House of Fraser, Hawes & Curtis and Bentalls have recognised this opportunity and share our vision for the future."

Andy Harding, Executive Director for Multi-Channel at House of Fraser, commented: "We are delighted to be one of the first retailers in the world to trial the new VMBeacon technology and Iconeme App at our Online Store in Aberdeen. We are always looking at ways to integrate new and innovative technology to help maximise customer shopping experiences. With such demand from mobile devices, it's important we continue to bring new technology to our stores, and believe that the Iconeme App provides retailers with an opportunity to really engage with their customers."

Edward Smith, Brand Manager of Hawes & Curtis, said: "We chose Iconeme because we want to develop a greater engagement with our customers. Our visual merchandising team help bring our product to life in the windows and now we can have a better understanding of how this impacts the man and woman in the street. The VMBeacon also works 24 hours a day, so we can have instant feedback and instant sales as a result of our displays, even if the store is closed. It's a complete game-changer for the retail industry and we're delighted to be in it from the start."

The VMBeacon is installed directly into each mannequin or visual merchandising product and transmits information that has been programmed by the retailer via a secure web-portal. The retailer can choose what information is made available, plus also has access to analytic reports to gain customer insight and help improve service and sales. Reporting can include shopper details, such as age and gender, their location and what outfit was viewed. Shoppers however, have the ability to choose which of their details are made available, via their own privacy settings.

The Iconeme team will be working closely with House of Fraser, Hawes & Curtis and Bentalls to

The following stores will support the VMBeacon / Iconeme app at launch, with further stores soon to be announced:

Where can I find the VMBeacon...



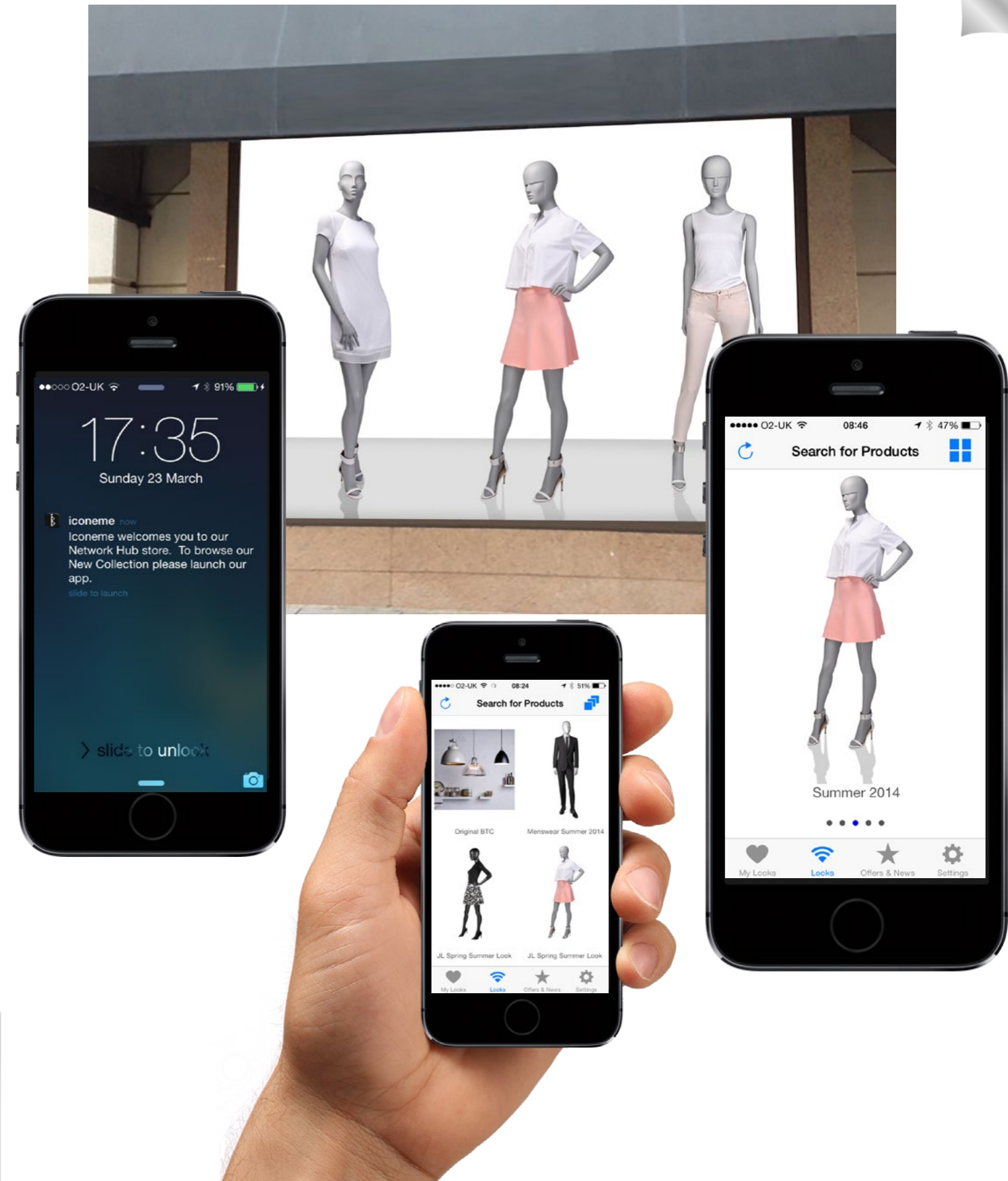
Don't take our word for it ...

Press

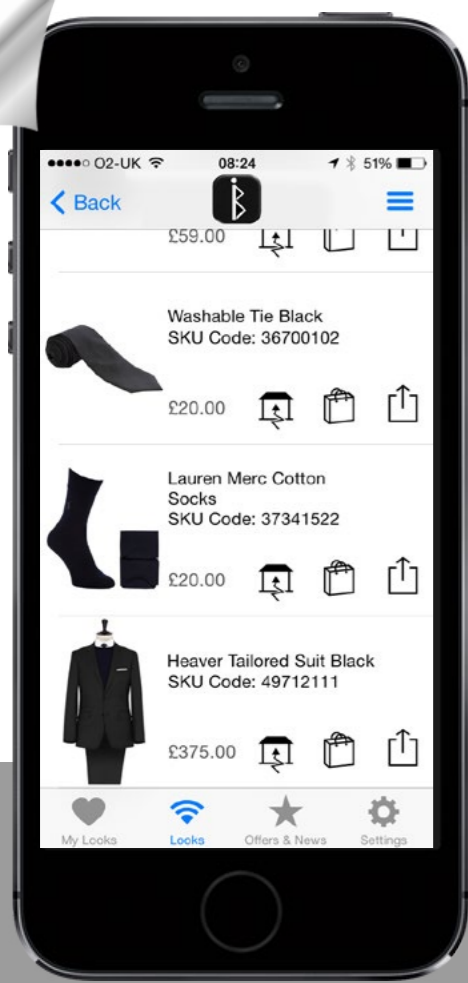
Television

More stores to follow in the UK & USA...

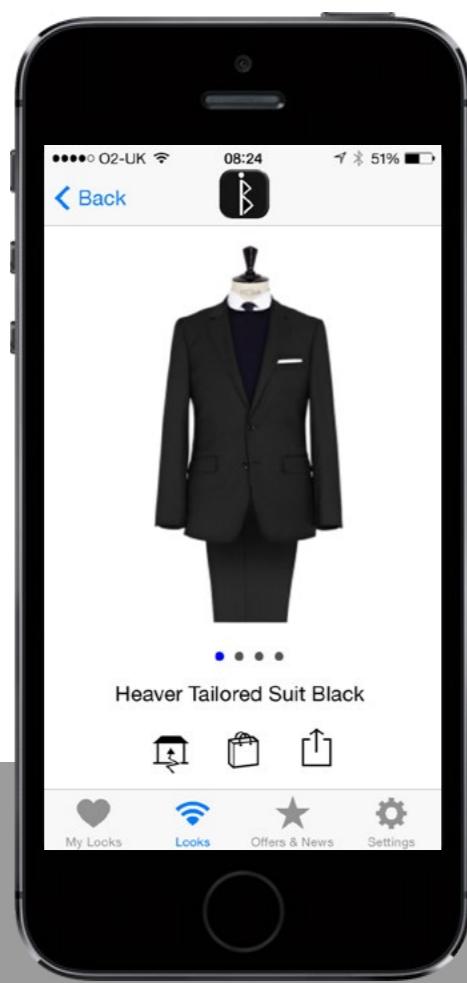
- iOS smart-phone with the iconeme app lets you scan and discover merchandise.
- Receive an alert when a VMBeacon is within range.
- Having been sent an alert, you can now discover what all the mannequins in the windows or within the store are wearing.
- Explore the merchandise, see detailed photos of the product, read a description and see the price.
- Purchase the item from the retailers website,
- Share the look with a friend.
- Find where the item is located within the store.
- Save the details so you can decide later.
- The VMBeacon can send offers and rewards relating to that specific location.
- The VMBeacon is administered by a retailer via a web portal.
- Iconeme can integrate the app within a retailers own app.
- The VMBeacon is integrated into the mannequin, making it secure and tamper proof.
- Situated within the mannequin the VMBeacon occupies a prominent position within the retail environment, whether in the window or on the shop floor.



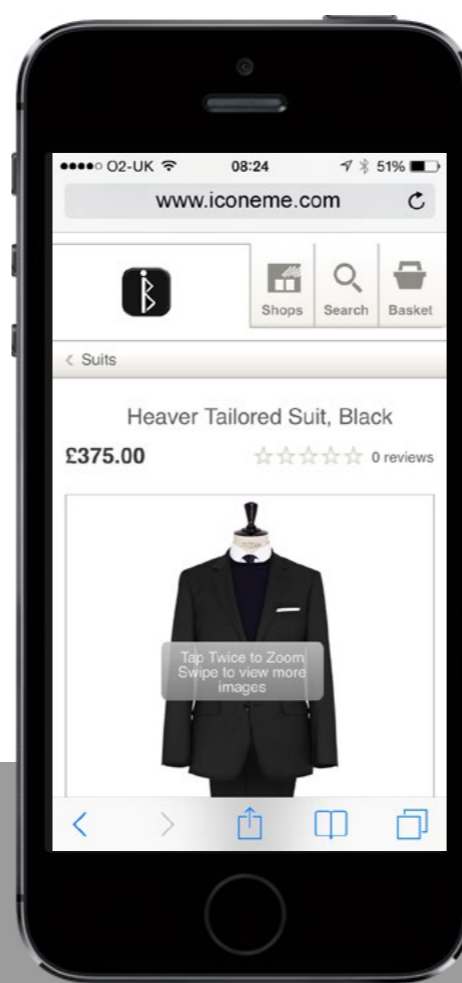
Walking past a Store Window, you see a Mannequin wearing an amazing outfit, you're in a hurry and there is no time to stop and browse. Your Smart-phone with the Iconeme app alerts you to the fact that a beacon is present and the mannequin is displayed on your phone. You can now save the look, share with a friend or if you really love it purchase it from the retailer.



Explore The Look in Detail.
Purchase, Buy Or Share



Drill Down & Examine The Apparel.
Purchase, Buy Or Share



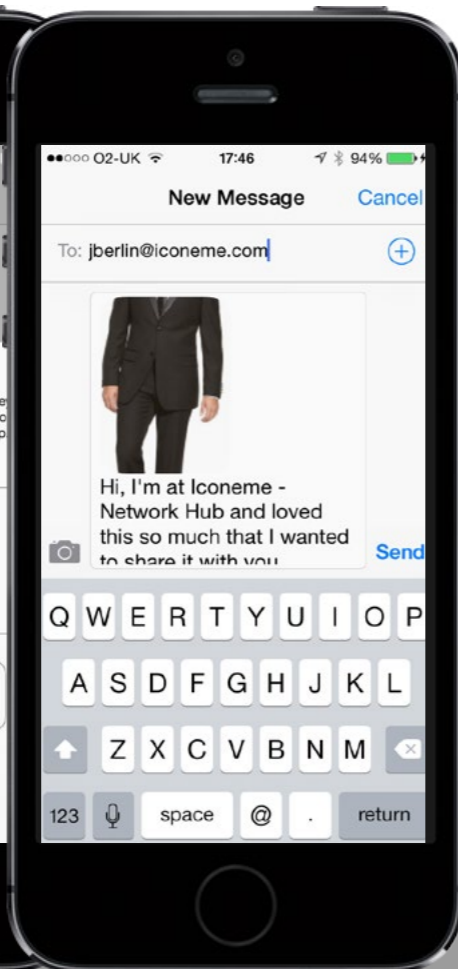
Purchase the item from the Retailers Website.



Can't decide? Then save the look for a later day!
You can always purchase later if you change your mind.



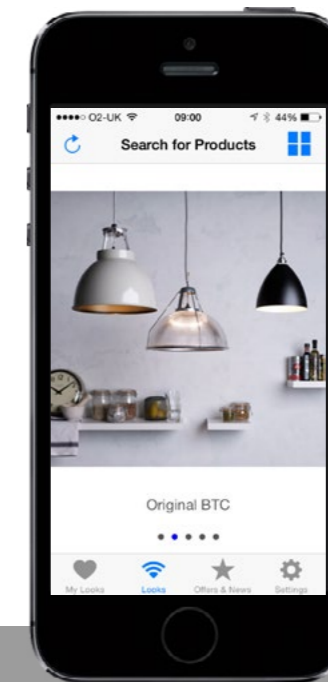
Want to share a look, you can share it with your friends or relatives and get their advice.



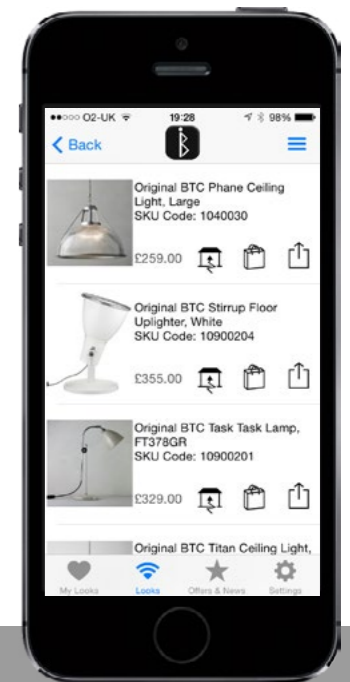
The VMBeacon allows retailers to give you their offers and rewards.

Other Merchandise...

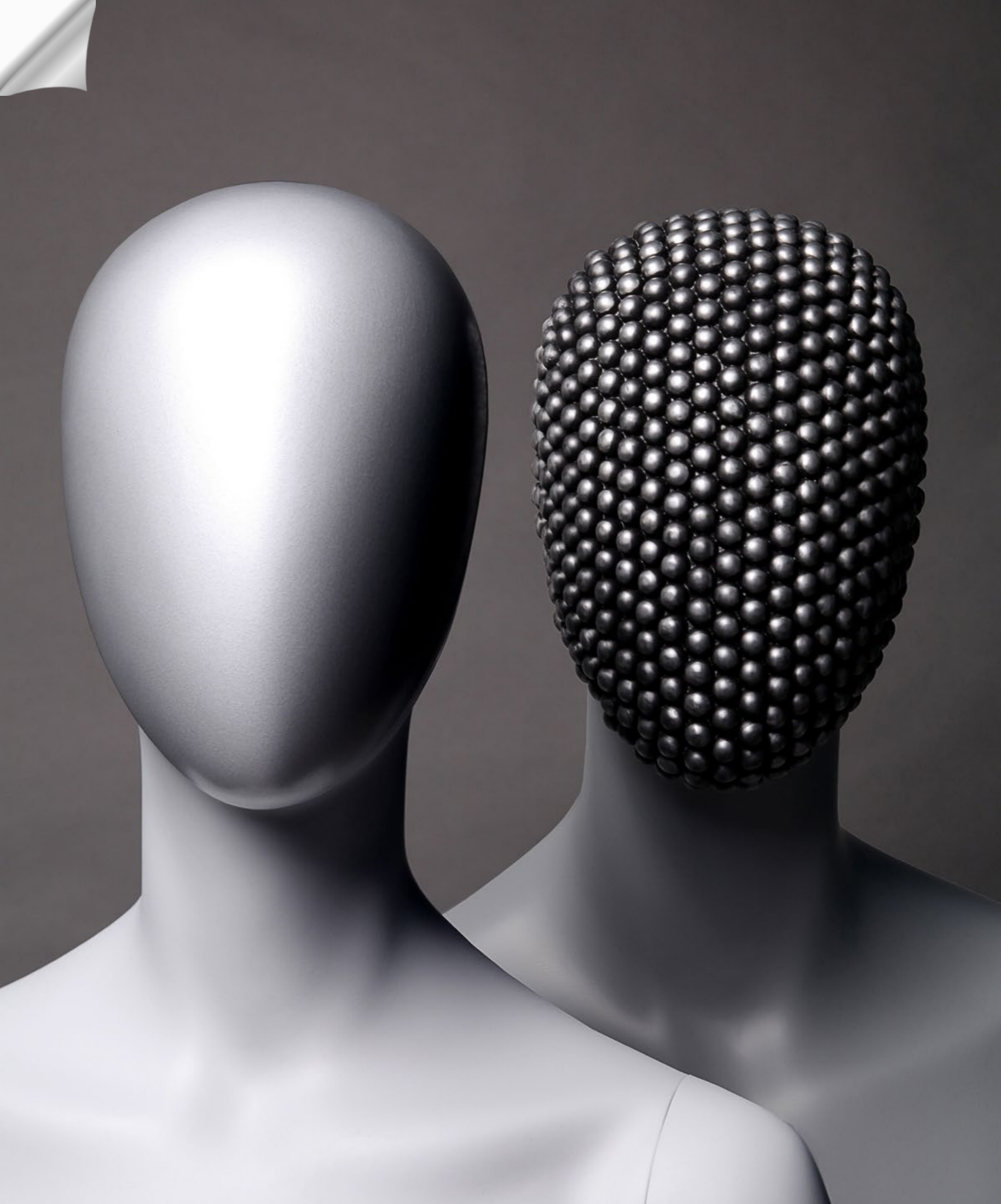
The VMBeacon is not just limited to Mannequins



Find Product



Explore & Details:
Where in store
Purchase
Share
Save item



MA5K



Masks are held in place by strong magnets, the styles can be changed at will.

WHAT'S ON

WINTER 2014 : NEW YORK

The Roof Garden Commission
Dan Graham with Günther Vogt
The Metropolitan - April 29–November 2, 2014

Amie Siegel, Provenance
Metropolitan Museum of Art
Until Sun Jan 4 2015

[Info Link](#)

Morris Louis, "Veils"
Mnuchin Gallery
SEPTEMBER 10 - OCTOBER 18, 2014

RAVE ART

FLYERS // INVITATIONS AND MEMBERSHIP CARDS
FROM THE BIRTH OF ACID HOUSE CLUBS AND RAVES

CHELSEA LOUISE BERLIN

FOREWORD // MARK MOORE

In the mid- to late 1980s rave culture developed. It influenced music, design, art, drugs, fashion, language and even the law. Emerging in the USA, it was refined in the UK by people who wanted to dance, party and express themselves in terms of art, music and culture. Originating in small, sweaty clubs and growing into enormous Raves with tens of thousands of people, 'house' music and ecstasy were the driving forces behind what turned into a global phenomenon. Events that started as secretive nights in underground clubs, with word-of-mouth advertising grew from one-off take-overs of unusual venues into huge open land-based events. Pager and telephonic communication became the medium of message-passing, and flyers were key to it all: informing the right people about the right place at the right time. Chelsea Berlin was there from the beginning, attending many of the now legendary events, from Club Shoom to Energy and beyond.

In Rave Art, the whole exciting movement is documented through the flyers that were handed out freely (or sometimes privately) to inform partygoers of the next venue. Flyer design became an artform, and this book contains hundreds of the most significant and rare examples from Chelsea's huge collection. Together with personal reminiscences and quotes from famous, infamous and not-so-famous attendees, Rave Art paints a vivid picture of what is probably the last significant youth culture movement of modern times.

Author: Chelsea Louise Berlin

WHAT'S ON

AW 2014: LONDON

Constructing Worlds: Photography and Architecture in the Modern Age.

The Barbican 25 September 2014 - 11 January 2015

Anthony Caro The Last Sculptures Annely Juda

11 September - 25 October 2014

Turner Prize 2014

Tate Britain

30 September 2014 - 4 January 2015

Anselm Kiefer

Royal Academey, Main Galleries, Burlington House

27 September - 14 December 2014

important 2014/15 sectors

ICFF New York
16-19 May 2015

Retail Week Tech Ecomm
17 - 18 September 2014

La Biennale Venice 9th May - 22nd November
2015

Retail Week Shop
5 - 6 November 2014

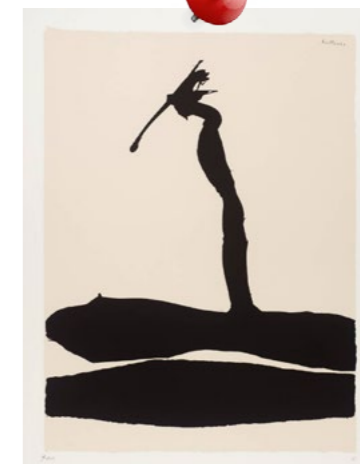
Retail Business Technology Expo
10th - 11th March 2015 Olympia London

VM & Display Show
21st - 23rd April 2014

What's been inspiring us:



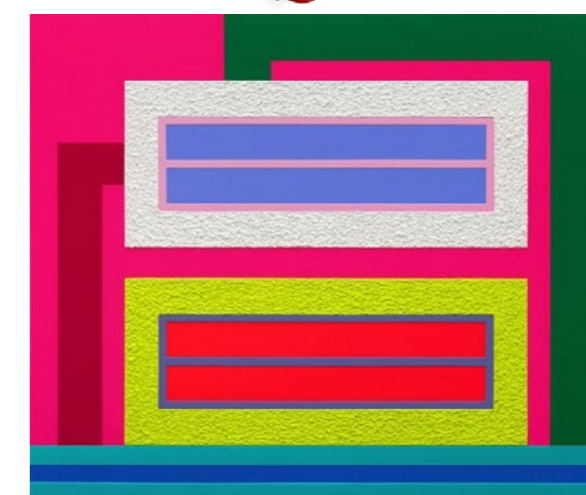
Eva Hess



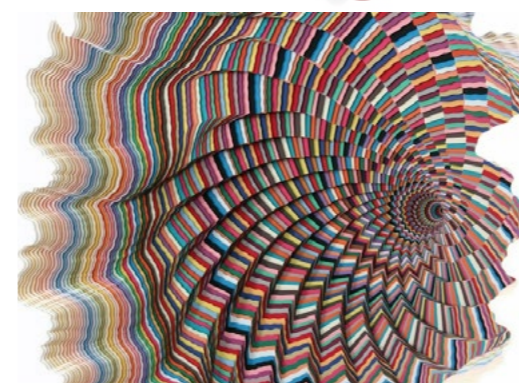
Robert Motherwell



Ju Ming



Peter Halley



Jen Stark

Get the Iconeme APP



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