

Premium Paint Manufacturer Selects 3M Multi-Touch Displays for Home Improvement Retailer Product Experience

The Application

Manufacturers are constantly seeking ways to improve how customers interact and experience their products in "big box" retail environments. Creating an engaging and informative product experience at the point of purchase (POP) allows manufacturers to uniquely differentiate their products versus the competition, while allowing manufacturers to make a brand statement that resonates with potential buyers. A high quality product experience at the point of purchase can also have a positive impact on customer purchase consideration by building excitement around the product and it can also be a key driver for overall purchase satisfaction. A positive product experience can enable manufacturers to increase overall brand loyalty as well as increase the likelihood the customer recommends the product and brand to their friends and social contacts.

A premium retail paint manufacturer decided to create a dynamic interactive point-of-purchase (iPOP) display to entice potential customers to experience their line of vibrant paint colors and to introduce new and exciting painting ideas intended to inspire additional D-I-Y projects. This iPOP display would also allow shoppers to choose paint colors, develop a personalized project plan, and learn about key product attributes. Based on consumer expectations for interactive technology escalated by the rapid adoption of smartphone and tablet devices, the manufacturer's concept called for a natural user interface that allowed customers to intuitively and effortlessly access information at the point of purchase. This paint manufacturer envisioned integrating several multi-touch displays into an eye-catching iPOP display, outfitted with interactive paint selection applications. In doing so, the manufacturer desired to create an engaging and memorable product experience for their customers.

The Problem

When selecting their interactive display it was imperative to find an intuitive, easy-to-use multi-touch display that would maintain a "tablet-like" user experience and industrial design requirements of their design team. The manufacturer also needed a display that offered premium picture quality to accurately showcase the manufacturer's vivid and diverse paint color selection in clear high definition. In addition, display integration versatility was extremely important since the multi-touch display needed to be mounted in a portrait orientation in the iPOP fixture, which meant that the display needed to maintain its premium picture quality while in that orientation.



The exhibit design also called for a multi-touch display that would easily handle the heavy use and continuous operation typically found in the high-traffic home improvement retail environment.

So, due to an expected extended product life-cycle for this iPOP display, a highly-reliable, commercial-grade multi-touch display was required by the manufacturer.

Also, anticipating the extended product life cycle, the manufacturer wanted the display's multi-touch functionality to be "future proof" as to allow for the flexibility to upgrade their iPOP exhibits with more sophisticated and immersive application revisions with advanced gestures, without making these interactive displays obsolete.

When initially evaluating touch displays, this paint manufacturer was unable to find a multi-touch display that met all of their key requirements. The multi-touch displays featuring surface acoustic wave (SAW)-, optical- and infrared (IR)-based technologies did not meet the retailer's interactive touch performance expectations of replicating the user experience of a smartphone and tablet device. In addition, the optical- and IR-based displays required a bezel to accommodate the touch sensing components which restricted the display's ability to blend into the iPOP designer's sleek industrial design. And, the retailer was concerned that the touch performance of the optical and IR displays could be impacted by the ambient light commonly found in their retail environments.

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18.5-inch 3M™ Multi-Touch Display M1866PW

Not finding a multi-touch display to meet all of these requirements, led the paint manufacturer to continue their search for a solution.

The Solution

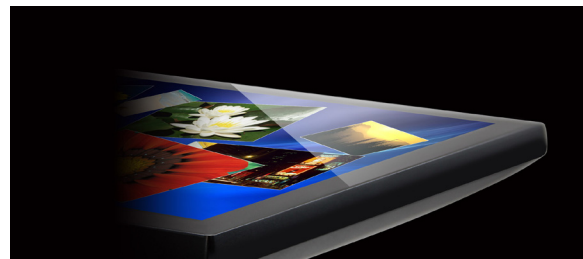
The paint manufacturer determined that the 18.5-inch 3M Multi-Touch Display M1866PW is the ideal solution for their application. This purpose-built display features 3M Projected Capacitive Technology (3M PCT) which provides high-performance multi-touch functionality of recognizing 20 simultaneous touch points at a 6ms response time. This advanced functionality enabled the manufacturer to meet its current application requirements, but is also designed to provide “future proof” functionality that may be able to accommodate more advanced applications in the future.

The HD display features a premium LCD panel with 720p HD resolution for sharp image quality, LED backlights for enhanced color brilliance and reduced power consumption, and ultra-wide viewing angles that allows orientation flexibility with consistent views throughout the iPOP

display. The premium display enhanced the product experience by delivering exciting and brilliant interactive content that allowed the manufacturer to easily showcase its line of vivid color solutions. The M1866PW display is also built with industrial-grade components and chemically-strengthened glass to provide the retailer with durable and reliable performance in the demanding 24/7, high-traffic retail environment. The combination of its high performance multi-touch functionality, sleek industrial design, premium high definition LCD, and commercial-grade components allowed the M1866PW display to meet all the requirements of the manufacturer’s interactive point-of-purchase display.

The Result

The premium retail paint manufacturer selected the 18.5-inch 3M Multi-Touch Display M1866PW as the interactive display solution for its refreshed iPOP paint selector for the large home improvement retailer. The tablet-like user interface and the vivid picture quality of the M1866PW display enabled the manufacturer to provide a highly engaging product experience that allowed its product to stand out in the big box retail environment. After an initial roll out of several hundred units in key markets across the U.S., the manufacturer received great feedback from its sales teams as well as the home improvement retailer. With the iPOP display exceeding its customer engagement goals in the initial roll out, both the manufacturer and the home improvement retailer approved a full scale roll out to all remaining store locations.



Flat front surface design with wide viewing angles

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