

**Project**

Sephora - Rockefeller Center

**Client**

Sephora



**Scope of Work**

Apply extensive entertainment show technologies to an upscale retail environment with services including technology design, fabrication, installation, and programming.

**Challenges**

- Create a dynamic, in-store visual spectacle to enhance client's cutting-edge image
- Integrate an ambitious mixture of electronic display technologies
- Make the system capable of handling frequent media content updates

**The ITEC Solution**

**Create a dynamic, in-store visual spectacle**

Entirely contained within an enormous fabric monolith, Sephora's luxurious flagship store in New York City's Rockefeller Center makes a dramatic fashion statement. Giving visual life to this unique shopping environment is a mixture of dramatic lighting effects, projected artwork, and videos presented on monitors in various configurations. As a full-service entertainment design and technology company, ITEC Productions was well equipped to produce all the projection content and design the lighting components. With its extensive in-house capabilities, ITEC also designed, built, installed, and programmed the custom computer controls that run the whole show. These capabilities were also put to use at Sephora's other major stores in Las Vegas, San Francisco, and New York's Time's Square.

**Integrate an ambitious mixture of electronic display technologies**

As the project's technical director and overall entertainment technology consultant, ITEC drew on the special skills of its in-house designers and technical systems experts to integrate



Sephora's ambitious blend of electronic display technologies. These included fiber optics, LED reader boards, LCD video monitors, projection video, and an impressive video wall. Always dedicated to quality service, ITEC gave particular attention to educating the client about the system to assure reliable daily operation.

**Make the system capable of handling frequent media content updates**

A large part of the client's vision for its Rockefeller Center store depended on the frequent changing out of the video content and other media according to changing seasons and introductions of new product lines. What would ordinarily be an arduous, expensive and time-consuming reprogramming task instead is made simple and economical thanks to the all-digital ITEC Network, which is also bringing state-of-the-art in-store programming to shoppers at hundreds of other top-name retail locations around the U.S. and overseas.



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