



CASE STUDY

Razer Gaming

RAZER INC. TEAMS UP WITH LG ON
MULTI-FACETED GLOBAL AV PROJECT:
LG SUPERSIGN SOFTWARE SIMPLIFIES CONTENT
MANAGEMENT ACROSS CONTINENTS





GAMING LEADER LEVERAGES ADVANCED COMMERCIAL DISPLAY TECHNOLOGIES TO TRANSFORM USER EXPERIENCE IN HIGH-PROFILE CALIFORNIA LOCATIONS

GOAL

Razer Inc., which describes itself as “the world’s leading lifestyle brand for gamers,” partnered with LG Electronics to enhance the connectivity, aesthetic and capabilities of digital signage in its flagship stores and corporate offices across three time zones, two continents and five countries. Among those locations in the massive global AV upgrade project were the new RazerStore San Francisco and the Razer USA office in Irvine, Calif, where Razer sought to showcase its high-quality content in both unique installation environments.

SOLUTION

Working with Coast to Coast Computer Products Inc. on the Irvine installation, Razer installed two 1x6 video wall galleries composed of 43-inch LG SM5KC-B displays in the lobby to communicate key information to employees, business partners and visitors to the location. Simultaneously, the team

also installed 16 ultra-thin bezel 55-inch LG LV35A displays to create a huge 4x4 video wall for an immersive gaming experience where customers of RazerStore San Francisco can experience games. To meet the need for wayfinding and promotional purposes, the team also installed stand-alone 55-inch LV35LVA displays throughout the RazerStore. These displays make use of LG SuperSign, the easy-to-use content management and editing software that allowed Razer to easily manage content not only across the two locations in the U.S., but also globally, bringing a new level of convenience and a superior user experience to the global Razer AV team.

RESULTS

Since the completion of the installations in both high-profile U.S. locations, Razer has received overwhelmingly positive feedback from both the employees in the Irvine corporate space and visitors to RazerStore San Francisco. Gamers now enjoy a heightened gaming experience at the flagship store in San Francisco, and employees in the Irvine location take advantage of the seamless connectivity of displays, which also add a sleek design aesthetic to the office.



THE CHALLENGE

With a fan base that spans every continent and recognition as the leading brand for gamers in the U.S., Europe and China, Razer designs and builds a huge gamer-focused ecosystem of hardware, software and services. The global AV upgrade project with LG faced some unique challenges in the United States.

Logistically, the installation environments were exposed to high levels of ambient and internal light, particularly in the San Francisco location, where the displays would be window-facing. The San Francisco store was also located in a mall; therefore, the crew had to work outside the mall's regular operating schedule late at night or early in the morning.

Perhaps the most significant challenges involved connectivity and compatibility. To achieve this major driving force behind the overall project, Razer sought displays that offered compatibility in both hardware and software at each location around the globe.

CHOOSING THE PERFECT DISPLAY

Prior to the renovations, Razer's U.S. locations used consumer-grade displays. During the decision-making process, Razer not only had to decide which manufacturer to turn to, but they also had to consider whether they wanted to continue using consumer displays or switch to commercial-grade products. After carefully weighing many options, the Razer team was highly impressed by the technology behind LG's commercial displays in addition to the start-to-finish customer service LG provided during the overall decision-making process. As a result, the team decided to move forward with LG commercial displays for the global project. "We were looking for ease of use primarily. We wanted to be able to push everything from the backend via a web interface, and we also wanted something with a sleek design, especially in San Francisco, and displays that offered outstanding picture quality," explained Scott Jackson, Razer Inc's Director of Global Retail Marketing. "LG gave us all of that and more."

In choosing LG commercial displays, Razer received the brightness and image quality they needed to combat ambient and in-store lighting, in addition to shorter lag times than those they had previously experienced using consumer displays for a large-scale installation. "Often times, people don't realize how affordable commercial-grade screens, especially LG displays, can be" noted Melissa Servatdjoo, Sales Team Leader at Coast to Coast Computer Products, who worked on both U.S. Razer projects. "The advanced displays used in California were competitively priced and satisfied all of the needs of the end user." Even more, LG's commercial displays offered greater brightness and longevity than the other displays considered, she added.

SIMPLIFYING THE PROJECT ON A GLOBAL SCALE

Bangkok, Hong Kong and Shanghai—and had numerous installations in each country, the team was able to replicate processes from completed installations, in the United States and abroad, during the planning and installation phases of the U.S. projects in order to streamline tasks. Doing so also enabled LG, Razer and the integrators to apply key learnings from one installation to the next, increasing efficiency and minimizing potential complications. Razer also employed integrators for the U.S. projects who had experience working with and installing LG products.

This enhanced the stakeholders' ability to work as a team, pivot quickly on changes to the overall design, and complete the installation in less than nine months, despite delays caused by construction to the building as a part of the larger rebuild project.

UNMATCHED CUSTOMER SERVICE WORLDWIDE

In order to complete a multi-faceted project in such a short amount of time, Razer knew they would need to select a manufacturer that offered excellent customer service should they experience any challenges during the project. "A valuable key element of LG's offerings is their IQS service, which is the tech team who oversees an installation on LG's side. It's 100 percent free and was a huge factor in our purchasing decision," said Sock Kian Lim, Global Retail Marketing Manager at Razer Inc. Throughout the U.S. installations, LG sales engineers from the U.S. and Asia provided support over the phone, via email and on site with daisy-chaining the video walls, assisting with the color calibration of each display, and implementing the SuperSign software across all displays.

To manage the displays internationally, Razer ran two SuperSign services—one out of Singapore and one out of China. It was pertinent that all displays used in each location were able to connect to the two host servers, which LG took meticulous care to ensure. "We relied heavily upon the LG teams to get the systems up and running," noted Jackson, who was on site for both U.S. installations. "When we ran into a hiccup connecting some of the displays to the global server, our LG contact in Singapore actually came all the way to the U.S. to fix it in person. That kind of service just can't be beat."



'WIN-WIN' RESULTS

In providing displays with LG's smart SuperSign technology, LG offered Razer compatibility between hardware and software that enabled them to seamlessly manage, edit and display content regardless of location. "LG's SuperSign is an excellent tool. We can use it for a variety of purposes in numerous locations ourselves all through a web based server," said Jackson. "Now we don't have to worry about spending time on the back end and can focus on what matters most, not to mention that consumers rave about the video wall in our San Francisco store—it's a win-win overall."

In turn, Razer has since received a flood of positive feedback from visitors to both the corporate Irvine offices and the flagship store in San Francisco. In fact, RazerStore San Francisco has since been touted by key gaming media and influencers, who point to the LG video wall installation as an impressive feature of the store. According to Jackson, the displays "have certainly made a difference in both locations, and we've experienced visible increases in foot traffic, consumer engagement and sales since the project's completion."



LG Electronics USA, Inc | 1000 Sylvan Avenue, Englewood Cliffs, NJ 07632

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