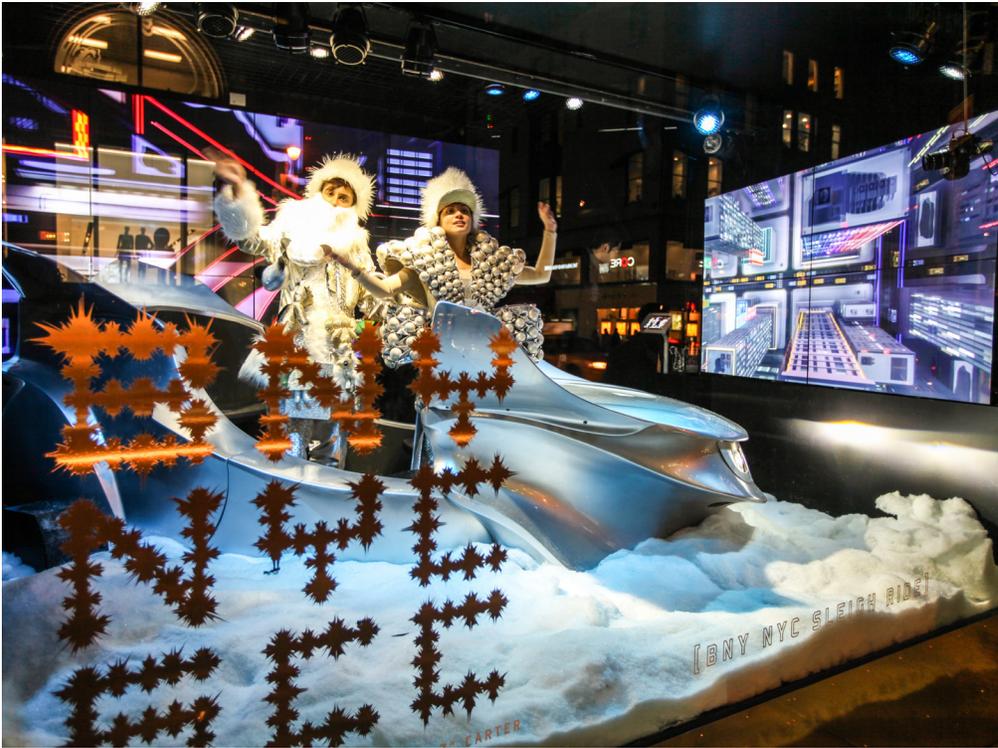


Barneys New York



▲ Christie display technology and support helped bring Barneys New York's 2013-2014 window displays to life with an innovative retail shopping experience.

Christie and Barneys present "A New York Holiday"

How do you capture the imagination of a city of over 8 million people during one of the busiest times of the year? This was one of the questions posed by the collaborative team of technology experts, designers, artists and retail executives when conceptualizing Barneys New York's 2013-2014 holiday window displays.

"The challenge is to make it new, to make it fresh, to make people experience New York in a way that they have never experienced before... The only way we could do that was to have absolutely the best technical equipment that exists in the world and our great fortune was to partner with Christie."

Dennis Freedman
Creative Director, Barneys New York

An annual New York holiday tradition as well-entrenched as the lighting of the Rockefeller Center tree or ice skating at Bryant Park, the unveiling of the window display at Barneys New York is anxiously awaited and celebrated

by local New Yorkers and visitors alike. And for the last two years, Christie® has been the technology partner that has helped create the awe-inspiring window displays that have captured and engaged Barneys' customers and passersby.

"Barneys New York had an overwhelmingly positive response from customers and designers last year to our holiday windows, which have become known for their innovative use of immersive and interactive narrative with cutting-edge technology that leads people into our store," shares Dennis Freedman, Barneys New York creative director. For this year, Freedman wanted to maintain the immersiveness and customer interaction that was successful last year, but re-envision it using light and its various qualities.

"The challenge is to make it new, to make it fresh, to make people experience New York in a way that they have never experienced before," says Freedman, "and from the beginning, it just

Customer:
Barneys New York

Locations:

- New York, NY
- Beverly Hills, CA
- San Francisco, CA
- Chicago, IL
- Boston, MA

Industry/Market:

- Digital signage
- Retail/visual merchandising

Requirements:
Create a high-end shopping experience that utilizes cutting-edge display technologies to enthrall, engage and capture the attention and imagination of customers and passersby.

Summary:
Through a collaboration of technology experts, designers, artists and retail executives, Christie helped create immersive and interactive digital signage spectacles that tell the story of a New York Holiday and demonstrate Christie's ability to create and share innovative retail shopping experiences.

Products:

- HD14KM (3)
- LW650 (4)
- LWU420 (4)
- HD6K-M (9)
- FHD461-X (20)
- FHD551-W (2)
- Christie MicroTiles (48)

Results:
For the second year in a row, Christie helped Barneys New York ring in the holiday season by creating innovative window displays as part of the luxury retailer's "A New York Holiday" visual spectacle.



▲ The BNY SCC Gallery is an immersive 1,200-sq ft. featuring seamless 360-degree projection to transport customers into the world of New York.

seemed obvious that we wanted to use light. We wanted to use the technology of light, like video projection, because in that way we could work and do things that are more abstract, more ambitious and revelatory. The only way we could do that was to have absolutely the best technical equipment that exists in the world and our great fortune was to partner with Christie, not only for the technology, but for the support.”

Inspired by music icon and native New Yorker Shawn “JAY Z” Carter, Barneys “A New York Holiday” comprises a series of windows facing Madison Avenue and an interactive, in-store gallery that employs the latest generation of Christie display technologies. A comprehensive combination of projectors, Christie MicroTiles® and LCD flat panels were employed throughout the New York landmark store, as well as, for the first time, across other flagship stores in Beverly Hills, San Francisco, Chicago and Boston. To help realize the vision, Christie’s Managed Services

collaborated closely with Freedman and visual artist Joanie Lemerrier in creating the holiday windows and gallery spectacle.

Featuring four unique environments, “A New York Holiday” takes customers through an immersive journey that reinvigorates the traditional shopping experience. Street-side, customers and passersby are enthralled by window displays that include an impressive projection-mapping display called the “floating city” and a large, abstract hanging icicle formation that is covered in thousands of fragmented mirrors that is bathed in light from three Christie HD14K-M projectors.

There is also a “BNY NYC Sleigh Ride” featuring a rotating cast of improvisational performers decked-out in modern Santa and Mrs. Claus costumes who take children on a virtual sleigh ride through an abstracted New York City. Inside the store is the BNY SCC Gallery, an immersive 1,200-square-foot space with a seamless 360-degree projection

that utilizes projection mapping, exclusive content, lights and a moving soundtrack to transport customers into the world of New York.

Heralding the results of the collaboration, Tommy Dobrzynski, vice president of visuals at Barneys New York, shares: “Everything that encompasses A New York Holiday – the items chosen, the amazing designers that participated, the windows, the design of the BNY SCC Gallery, the Christie technology and their team’s unique ability to help us leverage technology to achieve our creative vision – represents a perfect example of groundbreaking collaboration that I hope will ‘wow’ customers and passersby.”

Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ BNY “A New York Holiday” featured a collection of limited edition products designed in collaboration with Shawn “JAY-Z” Carter.

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