

BEST BUY ADVANCEDTV RETAIL VIDEO NETWORK

Digital video used as an in-store sales tool to simplify complex products

"By tapping Visual Circuits' Firefly technology, we've been able to develop an in-store merchandising system that will deliver consistent product information to customers and improve the overall shopping experience in our stores."

Spencer Knisely
Electronic Display Services, Best Buy

As the leading consumer electronics retailer in the country, Best Buy continually tries to improve their sales tools, so customers and sales associates alike can quickly get the product information they require in each of Best Buy's 550 stores in the US and Canada. Best Buy's AdvancedTV merchandising strategy allows them to deliver the latest features and enhancements for products such as TiVo™, MSN® TV, Digital Satellite Services (DSS), and other Best Buy products and Services in a format that communicates quickly and effectively.



While they knew that video was the right medium, Best Buy was looking for the best technical solution to schedule, distribute and present content that would be changed continually with changing product features, promotions and events. And because the solution is multiplied by 550, reliability and operational efficiency was essential. After an exhaustive search, that included close consideration of Industrial DVD Players, Best Buy chose Firefly™ from Visual Circuits. While Firefly is extremely cost-effective, even in comparison to Industrial DVD, the decision was not based on price alone.

As a network-attached, disk-based 4-channel video player, [Firefly™](#) provides Best Buy with a level of control, operational efficiency, reliability, and automated content updating that simply does not exist elsewhere. Moreover, its' ability to manage programmed, live and interactive content, and a product roadmap that includes 24-bit graphic overlays, high definition video and MPEG-4 provided Best Buy with assurances that the investment in Firefly would remain relevant to their plans for years to come. To complete the solution, Visual Circuits has provided Media Messenger™ software, used for off-line content scheduling and distribution by Best Buy and its' 3rd party content developers.

The solution

Each Best Buy store uses:

- Three Firefly Media Players, version 3.1, per store
- Media Messenger software
- Content created by 3rd parties and distributed via DVD
- Multiple display manufacturers & models

Twenty-four months later, the decision has stood the test of time, as Best Buy now deploys three Firefly Media Players as standard components of each new store opening and has purchased nearly 1000 players over that period of time. Along the way Visual Circuits has emerged as more than a simple component vendor, as we've continually integrated our solutions with Best Buy content developers and other in-store technology providers.

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