

Case Study

Wireless Security for Virtual Reality Headsets: How Samsung Digital Plaza customers are discovering the world of VR.

“From user experience to device powering, choosing the S3000 was the right decision for Samsung.”



SAMSUNG

THE SITUATION

At the heart of VR is true interaction with the digital environment. In the retail setting, that demands a security system that's truly seamless. Many customers will need to “see to believe,” and that means using the

goggles as they were truly meant to be used. At Samsung Digital Plaza, an imperfect security system stood in the way of this imperative.

“Our previous security system could secure the Gear VR, but it didn't mesh with the fundamental purpose of virtual reality,” says Mr. Jang, store manager at the Nam Suwon

Samsung Digital Plaza. This was a wired security system that limited the customer experience. The cables would twist or disconnect and set off false alarms, so customers in the game zone weren't able to turn their bodies to view synchronized content, nor to make the kind of rapid movements that are crucial to winning VR games.

THE INVUE SOLUTION

“So far, we are seeing so many more people trying out the Gear VR and Game.”

Samsung Digital Plaza installed InVue's S3000 for Gear VR goggles in six retail locations: Nam Suwon, GangNam, MokDong, DukChun, GaeUn and DoGok. The Nam Suwon location in particular was viewed as the main benchmark for testing the InVue solution's success. The store has already seen a growing number of customers trying out the VR goggles. Without any intimidating cables to hinder movement, the S3000's wireless design allows customers to fully discover the world of VR through truly free movement. Meanwhile, store employees are free to focus on their work, uninterrupted by false alarms.

The InVue S3000 delivered:

- › A fully immersive customer experience that paves the way to increased sales for the ultimate in true to life experience with no cords in the way
- › The ability to charge devices in the store's game zone
- › The elimination of time-wasting false alarms
- › Reliable wireless security for one of the most desirable new technologies on the market today

THE FUTURE

Moving forward, Samsung Digital Plaza plans to install InVue's S3000 solution in 250 stores. Samsung's Retail Marketing Headquarters has also been impressed enough with the S3000 to ask InVue to look into designing a version of the S3000 with a smaller medallion and sensor to meet the needs of some of their

“I'm very satisfied with the quality of the S3000,” Mr. Jang says. “I believe it will increase sales. InVue's S3000 is the best fit for the VR Experience Zone.”



smart phone offerings, suggesting InVue's security presence within Samsung Digital Plaza could continue to grow and eventually encompass an even greater number of the brand's signature products.

PROJECT SUMMARY

CUSTOMER:

Samsung Digital Plaza
(Consumer electronics chain in Korea)

CHALLENGE:

Secure and display Samsung Gear VR while allowing customers to fully discover the headset through free movement

INVUE SOLUTION: S3000

BENEFITS:

- › Complete wireless security allowing customers complete interaction with the device
- › Powers and charges VR goggles
- › Eliminates false-alarms

RESULTS:

More customers are trying out the Gear VR paving the way for increased sales

KEY STATS ABOUT VR GOGGLES*

Number of units shipped in 2016:
2 million

Number of units expecting to be shipped by 2020: 20 million

Reasons for expected growth:

- › Improvement in technology
- › Increased awareness of VR which is a draw for consumers to come into stores to try technology
- › Increasing content for VR glasses

*Source: CCS Insights