



### CHIEF HELPS INTALLER CREATE A DYNAMIC VIDEO WALL FOR H&M

Chief, the industry leader in flat panel and projector mounts, provides mounting solutions to help Panatronic GmbH construct an impressive video wall for international retailer H&M.



Hennes & Mauritz, known as H&M, is a clothing retailer focused on fashion and quality at the best price. It has 2,200 stores in 40 countries, including a location on the Vienna Mariahilferstrasse, the most famous shopping area in Vienna, Austria. When H&M decided to refresh the look of this location, it hired Panatronic GmbH, a leading AV company in the Austrian market, to create a dynamic video wall inside the store. Panatronic GmbH turned to Chief to provide high-quality, innovative mounting solutions.

#### Challenge

The H&M store on the Mariahilferstrasse is designed by the Austrian painter Christian Ludwig Attersee. His work is denoted by bright colors and an energetic motion. For the reopening of the store, it was important to convey H&M corporate messaging in a way that was cohesive with the modern design of the interior. The store's high-profile location, size and need for future service requirements called for a video wall solution that was precise, flexible and future-proof, all at the same time.

#### Solution

In creating a modern, clean look, H&M chose a vertical video wall to communicate the company's video content. Panatronic GmbH selected Chief's FUSION Pull-Out Video Wall Mounts for the install, knowing that they provided the strength and flexibility that was needed.

"H&M wanted a huge eye catcher in one of their most beautiful and interesting stores in the world," said Ing. Wolfgang Niklas, Technical Director of Panatronic GmbH.

The video wall – spanning more than 22 square meters (72 square feet) – was installed in the center of the store as its visual focal point. It consisted of 32 individual 116-centimeter (46-inch) monitors installed in a 4x8 configuration.

#### Benefits

When the project was finished, both H&M and Panatronic GmbH were pleased with the results of using Chief mounts.

Martin Schmid, installer at Panatronic GmbH, said, "We reviewed the Chief's FUSION Pull-Out Video Wall Mounts at the ISE conference and were convinced we had to use them for large video wall configurations. The MicroZone adjustment features allow adjustments on all axes, which at the H&M store enabled us to make necessary post-installation adjustments to perfectly align the displays, even in areas where the wall was not precisely level."

The FUSION Series Pull-Out mounts have the possibility to extend, which helps with cable access and servicing in hard-to-reach installations, such as the centermost screen of the video wall matrix.

"The pull-out feature of Chief mounts is combined with a ClickConnect system that makes the installation much easier and allows for easy servicing in the future," Schmid continues. "By using Chief solutions, we managed to reduce our installation time and provide a perfectly aligned video wall for H&M."

CHIEF

■ A DIVISION OF MILESTONE AV TECHNOLOGIES ■ [www.chiefmfg.com](http://www.chiefmfg.com)

USA ■ P 800.582.6480 / +1.952.894.6280 ■ F 877.894.6918 / +1.952.894.6918 ■ [chief@chiefmfg.com](mailto:chief@chiefmfg.com)

EMEA ■ P +31 40 23 24 700 ■ F +31 40 23 24 710 ■ [europe.chief@milestone.com](mailto:europe.chief@milestone.com)