



Video Display Solution for Clarks – Case Study

Customer: Clarks

Clarks is a truly global retailer with offices in North America, UK, Europe, Asia and the Far East, and its brands are being sold in some 150 countries worldwide. Clarks is involved with all aspects of shoe production, involving hundreds of people in 14 different countries from the U.K. to Brazil and Vietnam, to produce high standard shoes for style, fit, comfort and durability.

Clarks' requirement

Clarks global trading and operations require a high level of control and awareness of the worldwide nature of its business; consequently Clarks were seeking a flexible way to reinforce this message to staff at its offices on an on-going basis that can expand as the Clarks business expands.

- The initial deliverable required by Clarks is for large screen displays showing the world and multiple dynamic time zones with the ability to highlight store openings or relevant regional or global messages.



Delivering high standard solutions

With years of experience providing video-wall and integrated technology solutions Wavetec have the knowledge and resources to deliver the product and software, and Safetell the project and support capabilities to implement the solution.

Safetell specialize in fast, high quality implementation, and support of products for large clients nationwide. With an urgent requirement, the software was designed and the whole system delivered for

Clarks within four weeks, by Safetell. The solution provided allows Clarks to play promotional video, slideshows, or other text images per region, and allows flexibility of expansion for the future.

Safetell Limited is the U.K. and European distributor for Wavetec FZCO (Dubai) for its video-wall, scrolling displays, and queue management solutions, providing installation, project management, and service for the nationwide branch networks of large corporate clients. Safetell helpdesk services are available 24 hours per day, everyday. For Video Wall solutions, including special requirements and systems in U.K. and Europe contact Safetell on 01322 223 233.