



“We chose BrightSign media players for their reliability and ease of installation. The XT243 players provide the advanced interactive features we needed for Cruise 1st and the content is easily managed and updated by staff in-store.” **Perdee Gould Corporate Business Development Manager at Handy AV**

Handy AV creates UK’s first interactive cruise retail store with BrightSign players

Cruise 1st, the cruise holiday provider, have opened the UK’s first interactive holiday store in Manchester. Handy AV were commissioned to design and install new mixed office and interactive store in Salford’s Lowry Outlet Mall. Opened in January, the store offers customers a truly unique space in which to select their next cruise holiday. Visitors can view, configure and purchase the latest cruise holiday opportunities on one of twelve 22” iiyama touchscreen terminals. Customers and passing shoppers are greeted by in window screens and a 2x2 video wall showing 4K video content and images delivered by BrightSign XT243 media players

Video content is used throughout the store to create a visually appealing, interactive experience for Cruise 1st customers including live TV content from Cruise 1st's own Sky TV channel (Channel 860). The 2x2 iiyama 46" video wall is hung using B-Tech's System X mounts with content delivered by BrightSign players via an award-winning Datapath Fx4 display wall controller. The window display signage uses iiyama screens mounted with B-Tech floor to ceiling mounts. BrightSign XT243 media players offer the most powerful 4K H.265 video engine capable of dual video decoding and frame-accurate video wall synchronization.

Launched in 2000, Cruise 1st has always been different to other travel agencies - operating from a boat in Manchester's Salford Quays for much of its existence. In the intervening years, due to the increasing popularity of cruising holidays, it experienced significant growth and outgrew its first premises. So, when development owner Peel Holdings offered them a prestige unit in its newly redeveloped Lowry Outlet Mall it took the plunge. Cruise 1st is planning to further enhance the window signage from the office side of the building onto the quayside during 2018, with Handy AV developing a bespoke solution for this.



"It was important for us to create a relaxed and luxurious retail space where our customers could interactively browse and create their dream cruise. In the solution we have developed with Handy AV we have created a very sophisticated and welcoming store. The customer feedback has been very positive, with sales already up from previous years."

Bruno Figueiredo, IT Manager of Cruise 1st



**Handy AV - Winner of Smart Buildings Award 2018:
Best Commercial Integration Project for Cruise 1st**