

TRADE



Solution Dior Stores

The fashion giant Dior, creator of haute couture garments, cosmetics and luxury perfumes, on the occasion of the reconstruction of the Prague store in Paris street bet on the management of the iNELS RF Control wireless system.

Aims and objectives:

The aims and objectives that have now being addressed by our sales team are brought to the attention of a specialist in customer acquisition: „**The pleasant atmosphere in the shop, the lighting set to the right level, the ambient temperature, the pleasant**

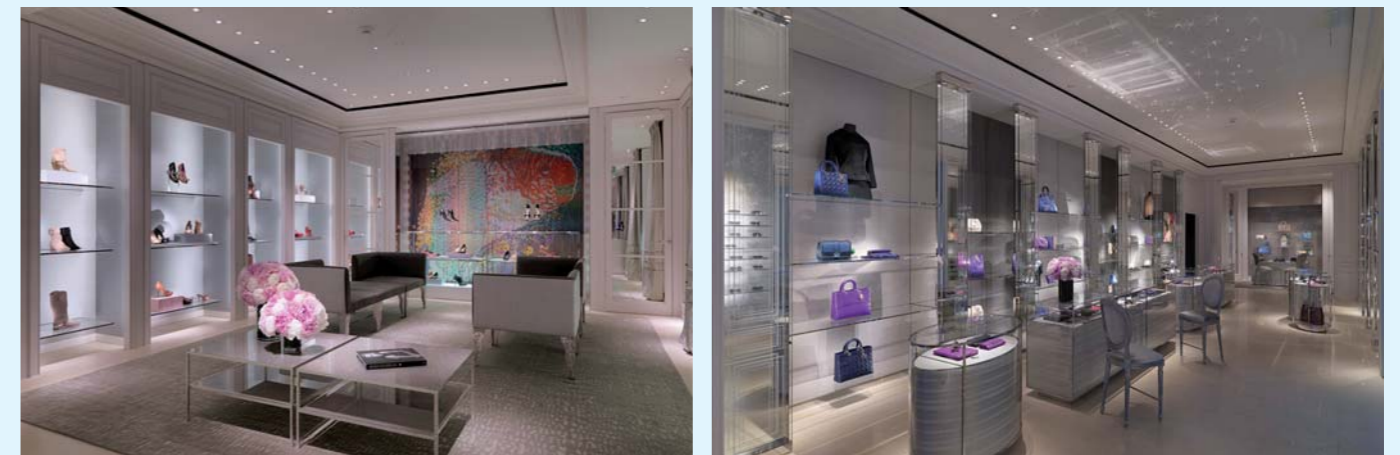
music, the customer's in the right shopping mood as they walk into our shop. It is not important to us for the customer only to buy, but the next time they returned, it is necessary to prepare him for an uninhibited experience.“

Solution:

Light directly affects how customer reacts to a product, it can even accentuate and sell the product. That's why LED strips have been selected to illuminate the individual exhibition areas for colour and intensity. The RFDEL-71M universal dimmer is controlled by intensity. All settings and controls are done using a tablet or smartphone with the iHC app, which also allows you to set the time settings for individual lighting scenes. This setting is mainly used in shop windows. Another control option is the RF Pilot wireless remote control, which can control up to

forty devices. In the store, even hinges are automated using the RFJA-12B switching component. With its contribution, it is possible to completely open/close the curtains.

RFMD-100 wireless motion detectors, the RFWD-100 window/door detector and the RFSD-100 smoke detector are installed to monitor property and exhibited goods. All of these detectors are easy to operate and control from an application installed in a tablet or smartphone.



Advantages:

- Simple control of the atmosphere in the shop, where customers feel good and want to come back.
- Energy consumption and store costs are always under control.
- Maximum security for the shop and exhibited models.



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