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— NVIDIA

SUCCESS STORY



Smart Gaming Displays Make It Easy for Retailers to Win

When browsing the aisles of the local Best Buy, consumers are likely to notice the bright colors or attention-grabbing graphics of point-of-sale displays. But there's much more that goes into a successful display that installs easily (and properly) and continues to beautifully represent the brand over time.

MISSION

Fuse was asked by NVIDIA to create new shelf displays for their top-of-the-line GeForce GTX graphics processing units. Prized by serious gamers, the GeForce platform is recognized for exceptional processing power, lifelike graphics and bold, intense color.

SOLUTION

The Fuse team began by evaluating all of the displays' physical requirements and performance features, then opened up a dialogue to share ideas about possible solutions. In addition, Fuse confirmed store specifications.

Next, the Fuse team began to explore potential substrates, seeking materials that would be lightweight for shipping, offer durability to stand up to in-store abuse and reflect the high-quality imagery promised by the products themselves. Prototypes were built, then evaluated against a series of performance criteria.

As the client updated the design, Fuse fine-tuned the production plan. The NVIDIA client commented, "In an industry where refining and making visual tweaks is commonplace, it's important to find a vendor who works as a partner. Fuse has been that and more."

In addition to producing the displays themselves, Fuse created easy-to-follow, graphics-based installation instructions. Even if a store employee had never put together flat-pack furniture, they'd have no trouble at all bringing these displays to life.



RESULTS

Fuse completed displays for more than 1,000 Best Buy stores on time and on budget. Kits were packed in-house then drop-shipped to stores. Fuse tracked deliveries, then warehoused and shipped additional displays at the client's request.

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