



HARMAN PROFESSIONAL SOLUTIONS FOR RETAIL DESTINATIONS



For over 60 years, HARMAN has developed world-class, award-winning technology solutions and now as part of SAMSUNG, our combined offerings are setting new standards for innovation and excellence in the customer journey.

Now more than ever, as consumer purchasing trends shift towards e-commerce, physical retailers are challenged to make their stores destinations, where brand loyalty is built through real-world experiences and emotional connections.

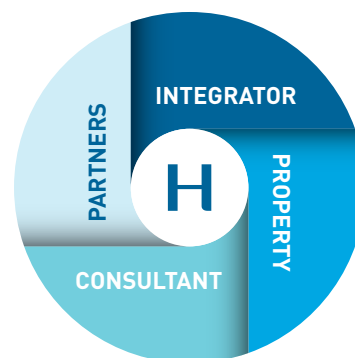
HARMAN and SAMSUNG audio-visual and customer analytics solutions provide retailers and property managers with the tools needed to stand out from the competition. Create exciting, engaging and entertaining spaces that increase traffic and dwell times. Offer personalized digital advertising and ambiance to optimize sellthrough. Improve wayfinding and emergency alerts. And make your customers return again and again.

Explore HARMAN's full range of retail applications at:
pro.harman.com/applications/retail-destinations

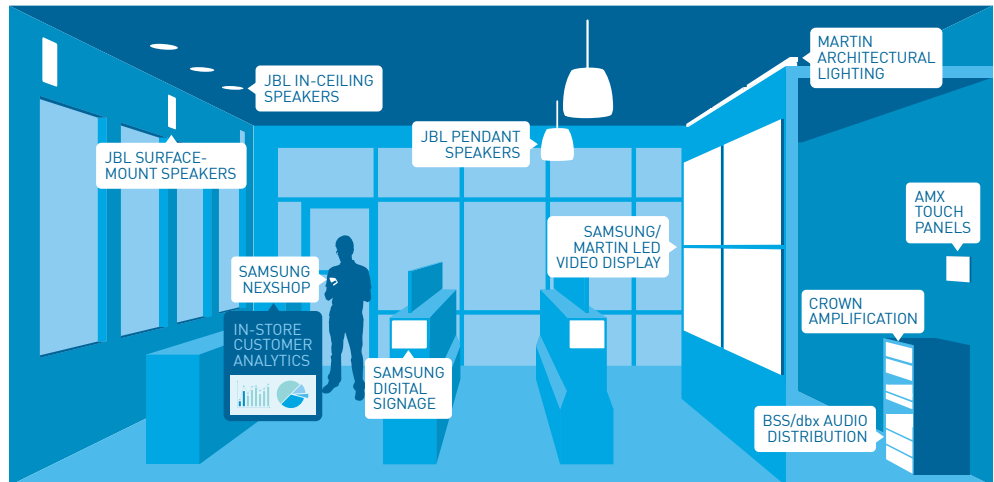
Specialized Applications

- Background music
- Architectural and creative lighting
- Touch-panel control of store ambiance
- Direct-view LED
- Targeted digital signage
- In-store customer analytics

Services and Relationships



From vendor selection and support to continuing in-store innovation, when working with HARMAN a SAMSUNG company we take a holistic approach to technology integration designed to be a complete, global scalable solution.



Customers and Case Studies

HARMAN and SAMSUNG technology are redefining the customer and retailer experience in thousands of locations around the world.

WESTFIELD MALLS



HARMAN is a preferred provider for the Westfield

Corporation to improve the customer experience through integrated audio and video solutions and increase traffic to the brick and mortar merchants they host in their over 40 retail properties worldwide.

UNDER ARMOUR



From their retail locations to corporate office spaces, Under Armour has standardized on

HARMAN to provide video distribution, a complete audio solution, architectural lighting and centralized automated control.

VANS



Known for their high-energy skating lifestyle ethic, the Vans brand

wanted to bring that same high-energy vibe to their retail locations and have standardized on a solution that combines JBL Control 60 Pendant Speakers powered by Crown amplification, and optimized with dbx signal processing.



Learn more about our complete solutions for Retail Destinations at pro.harman.com/applications/retail-destinations

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