

# Bovet 1822 Luxury Watch

## Elevates Gaysorn Village Branch with CAYIN Digital Signage

### BRIEF PROFILE

Place: Bangkok, Thailand

Industry: Retail

Solution:

- SMP-2200 x 1

Bovet 1822 at Gaysorn Village, Bangkok, Thailand, is a popular branch within the well-known luxury watch brand. With a portfolio of modern and elegant watches, Bovet 1822 at Gaysorn looks to CAYIN Technology to elevate the store interior by adding digital signage. While the primary goal of implementing digital signage is to maintain the brand's luxurious image, Bovet 1822 also hopes the installation provides a more efficient and precise way to communicate messages and promotions to customers.



### On-Brand Displays Enhance Luxury Brand Image

CAYIN installed one SMP-2200 player and an eighty-six-inch HTV in the center of the store. Rather than being just a tool, Bovet 1822's digital signage can be viewed as a beautiful centerpiece decoration that attracts customers to step into the store. The implementation draws attention to the featured products displayed on the HTV and ensures Bovet 1822 can upkeep its modern and luxurious appearance.

### Clear and Coherent Gets the Message Across

Since the digital signage installation, Bovet 1822's marketing department has benefitted from a more effective and efficient way to communicate messages, product information, and promotions to its consumers. Furthermore, by publicizing its products on digital signage, Bovet 1822 has reached a wider audience and gained a competitive edge in the industry.

### Multimedia Player Plays a Role in Strategic Marketing

The CAYIN SMP-2200 player and HTV display is a simple yet powerful choice for marketing. The player supports various multimedia formats, such as 4K HDMI video, which beautifully highlights Bovet 1822's exquisite watches and precisely conveys strategic marketing messages.

### Noteworthy Mention Goes to DMaSStech

CAYIN's long-time partner, DMaSStech, assisted with Bovet 1822 at Gaysorn Village's digital signage installation. Spanning over a decade of experience in the digital signage industry, DMaSStech efficiently deployed the digital solution for Bovet 1822 in December 2022.

### Bovet 1822 Adopts a Full-Package Digital Solution

CAYIN Technology has provided Bovet 1822 with an aesthetically pleasing and practical digital signage solution in one. It strengthens the luxurious brand image of Bovet 1822's Gaysorn Village branch and opens a new and effective way of marketing in the digital age.