

## *In-Store Listening Stations*

Location – USA

### *Project Introduction:*

Hot Topic is an American chain store with over 690 stores in the United States and Puerto Rico, the majority of which are located in shopping malls. The store specializes in music and pop-culture related fashion and merchandise including clothing, books, comics, jewelry, CDs, records, posters, and other items. They also back major concert events like Ozzfest, etc.

### *System Requirements:*

More and more stores are providing interactive displays for their customers to engage in the use of the product in the store before their actual purchase. Hot Topic, with all their music selections, wanted to provide a hands-on interactive display for the customer to listen to new music or an artist before making their purchase. The objective is to drive business of all their products (t-shirts, accessories, novelty items, etc.), not just their music selections.

### *Project Implementation:*

- TPC-1570 – 15" XGA TFT LCD Pentium M/Celeron M Touch Panel Computer

### ■ *System Description:*

The TPC-1570 is loaded with 40 different songs from different artists. Each song and artist is displayed on the screen for the customer to touch and load. The total system is mounted into a wall display with the CDs of the songs displayed located around the system. The customer puts on headphones that are connected to the TPC-1570 and touches the song or artist he/she would like to hear. The song is instantly played through their headsets. They can play all 40 songs if they chose or just play one. The TPC-1570 is connected to Hot Topic's network. Hot Topic at any time can change the songs or artist on all the TPC 1570's throughout their change at any given time. This allows Hot Topic the ability to keep all music options current.

### *Conclusions:*

From the initial discussion to implementation of the listening stations took six months and with the TPC-1570 being fanless, Hot Topic was extremely satisfied with Advantech's quickness, product, and

reliability. To date, there are 428 systems installed in all their stores.



As part of Taking Music Back, your store has been chosen to receive the mini CD shop. Each store will house 40 titles and every new release going forward to continue to keep your store in stock.

- Below each listening station twenty titles should be merchandised as shown in the diagram. Merchandise all new releases and \$9.99 titles in the top row below each listening station. Utilize your \$9.99 sale price stickers to price all sale CD's.
- Keep all broken titles toward the bottom of the presentation.
- Merchandise DVD's or music magazines vertically down the center of the presentation as shown.
- Above the CD shop merchandise music related merchandise. As shown in the image we pulled a sampling of tees that tie back to the CD assortment.
- Chalkboards should be used to promote new releases (use marquee direction found weekly on the music page of the ops report), music related promos or bundles, employee picks and tour dates.
- Cork boards should be used to house flyers of local shows, listening parties and tours hitting your area.
- On your next supply order please order some \$9.99 CD headers to keep your store

Utilize the top row for you \$9.99 new releases.

