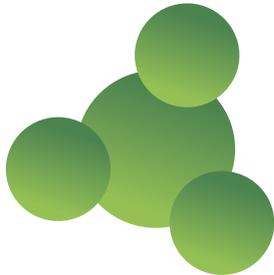
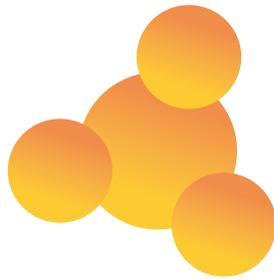


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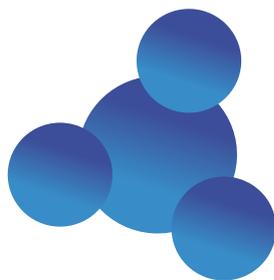
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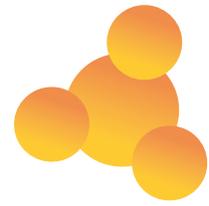


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Looking sharp

Methven, Auckland

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Project Overview: When Methven designed a new purpose-built 'innovation zone' to showcase their products, Sharp was instrumental in helping to shape the new space and providing high-end technology.

Outcomes: A high-impact Sharp video wall showcases the Methven brand to visitors - as well as taking centre-stage during product launches, presentations, training and research.

Methven is a Kiwi company that has grown into one of the world's leading designers of shower and tapware. Known for their uber-stylish and innovative products, Methven has twice ranked in the coveted CoolBrands list in Britain.

So it's no surprise that Methven's brand new showroom and innovation zone - located at their new, purpose-built global headquarters in Auckland - combines stunning design with leading-edge technology from Sharp.

Simon Moutzouris, Methven's group head of brand and digital marketing, says the new open-plan showroom space was designed for "a multitude of uses".

"It's a showroom where home-owners can come in off the street to view our products - as well as being a venue for meetings, training and research groups; through to hosting company-wide presentations and launches."

At the heart of the space is a large video wall from Sharp, made up of four 55-inch panels. Visitors to the showroom can watch various videos showcasing the Methven brand - complete with stunning picture quality at 4k ultra-high definition.

Looking sharp

Methven, Auckland



According to Simon, Sharp's state-of-the-art technology is well-aligned with Methven's own brand values:

"Being a premium brand, we definitely want something that showcases our brand in a premium light. We've had a lot of positive feedback from our staff and visitors to the showroom."

Easy-to-use CMS

The screen plays a revolving menu of brand stories and product information on a day-to-day basis; while specific content is uploaded for key launches and presentations.

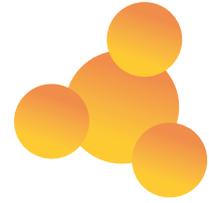
For added ease of use, Sharp worked with a specialist 3rd party company to integrate Sharp's content management system with Methven's IT systems.

"Being a premium brand, we definitely want something that showcases our brand in a premium light. We've had a lot of positive feedback from our staff and visitors to the showroom."

"We have access to the back end of the CMS," explains Simon. "So we can manage and upload the day-to-day content via USB as we need to. There's also the option to transfer content from mobile devices."

Methven also deploys the screen for training sessions for architects, designers, plumbers and specifiers; as well as conducting consumer research.

"Our insights manager will bring in small focus groups and use the screen to communicate new technologies



Lift your image to a new level

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Future-proof meeting areas

Sharp technology is also delivering efficiencies in other areas of Methven's new headquarters.

The boardroom is fitted out with a 70-inch Sharp Interactive Touch Panel, plus an auxiliary screen to ensure all meeting participants have a perfect view. The technology allows on-screen content to be shared and files transferred via wireless LAN.

Another useful functionality, says Simon, is that people can dial in to board meetings on the screen.

There's a second 70-inch Sharp Interactive Touch Panel housed within the innovation zone. Designed around a small meeting hub with couches, it's used for informal meetings and web-based viewing.

As Simon explains, Sharp was instrumental in helping to design the fit-out of the new space.

"Being brand new, this building was a blank canvas. Right from the early stages, Sharp helped us shape the vision for this space, and how technology could enhance it. They were great to work with, and gave us really valuable advice."

Staff engagement

Sharp technology is also playing a key role in staff engagement. Methven is installing further large screens across various departments; delivering audio-visual content that's relevant to each team.

"From an internal communications standpoint, delivering content via the screens is a powerful way to deliver key messages to staff," says Simon.

"We'll use it for a range of content...from HR messages and social club news, through to promoting new products and sales targets, and celebrating our people's achievements."

The strategy is currently being piloted in the factory; with plans to roll it out to other departments, and ultimately, Methven's other global offices.

To find out more about the Sharp's Visual Solutions solution, contact the Sharp Business Solutions team on

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