

Lenovo

ABOUT THE CLIENT

Lenovo, the multinational technology company that are ranked as the worldwide number 1 seller in PCs and hold 24.4 percent of the global PC market share, were looking for an innovative solution to launch their new product range and selected HYPERVSN.

HYPERVSN partner involved in project

Parko Publicidad SA de CV



HYPERVSN device at the point of sale

See Extraordinary
HYPERVSN

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CASE STUDY: LENOVO YOGA BOOKS

CHALLENGE

Lenovo was seeking an innovative solution to launch their new Yoga Book product range in Mexico City. The focus was on increasing brand awareness and maximizing ROI.

SOLUTION

20 HYPERVSN Solo devices were installed at **15 points of sale** inside **six** leading department stores in Mexico City. The stores included Sears, Liverpool, Sam's Club, Office Depot and Palacio de Hierro. HYPERVSN holographic 3D displays were used to promote Lenovo and the new Yoga Book product range.

RESULT

The results were measured over a **three-month period** (July – Sept '19) using the independent services of the data technology company, **Smart Deets**. Cameras were installed to monitor foot traffic, engagement and track shopper's facial expressions.

Compared to sales figures from the same period of the previous year

34%

34% SALES INCREASE
OF PROMOTED PRODUCTS

Results captured by independent party

3
month

MEASURED OVER A
3-MONTH PERIOD

Advanced monitoring technology including cameras

2.2
million

2.2 MILLION
IMPRESSIONS

OUTCOME

Following the overwhelming success of the campaign and its **extremely high Return on Investment**, Lenovo has not only kept **the campaign running** but has increased the number of installations.

The **new installations** in 2020 will include interactive units using HYPERVSN SDK.

Find more HYPERVSN case studies on hypervsn.com/use-cases.