



# SHOWCASE

Sephora Qianmen Flagship Store - Beijing, China



Founded in Limoges, France in 1969 Sephora is a visionary beauty-retailer and part of the Paris-based LVMH Moët Hennessy Louis Vuitton Group. Sephora's unique, open-sell environment features over 200 brands across a broad range of product categories including skincare, color, fragrance, bath&body in addition to their own private label. Opening their biggest store in China, the Qianmen flagship store in Beijing, Sephora wanted a lighting installation both eye-catching and inviting. Traxon provided the perfect solution: a total of 224 64PXL Boards installed at the entrance area of the two-story store create a huge media screen displaying sparkling adds and video animations of Sephora's newest products. With its 64 individually addressable LEDs, and a pixel pitch of 31.25mm Traxon's 64PXL Board is a multifunctional, high brightness LED lighting fixture offering the most efficient solutions for the replay of medium to high resolution videos, graphics and texts. The 7x2 meter media screen is controlled by Traxon's Video Micro Converter ensuring an easy-to-handle, flexible thus sophisticated lighting scenario attracting the attention of all people passing by.

FEATURED PRODUCT



64PXL Board

METHOD OF CONTROL



Video Micro Converter

PROJECT DETAILS

Category: Retail  
 Client: Sephora  
 Location: Beijing, China  
 Installer: Cyberconcept  
 Date: November 2009  
 Traxon contact: Traxon Hong Kong

**Traxon Technologies Ltd.**

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