



SHOWCASE

Biotherm - Shanghai, China



As part of the L'Oréal group, Biotherm products are sold worldwide in all leading perfumeries and shopping malls. Biotherm stores are famous for featuring unique layouts and futuristic design. In order to meet these high standards, products are carefully chosen to complement the stunning design and create the desired ambience. Traxon's Tile 64PXL Wash was chosen to adorn the new flagship store in Shanghai, being installed at the points of sale in Shanghai Parkson. The Tile 64 PXL Wash can be used to display ambient colour wash effects or text and imagery. Controlled by the latest DMX technology, each of the the 64 pixels in each panel can be addressed individually, allowing Biotherm to display their logo and promote current products.

FEATURED PRODUCT



Tile 64PXL Wash
PA-TI-50300

METHOD OF CONTROL



Butler
LM-CS-50041

PROJECT DETAILS

Category: Retail
Client: L' Oréal China
Location: Shanghai
Designer / Architect: L' Oréal
Installer: Cyber Concept
Date: September 2007
Traxon contact: Traxon Hong Kong

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