

Best Buy Pilots New Store Concept

Written by Marco Attard
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Best Buy remodels 27 of its US stores as part of its latest store concept.



A runway greets customers as they enter the remodeled stores. It leads to the store's centre and houses 3 kiosks, each with employees explaining mobile phone apps, Google TV and wireless router options.

There are also 5 interactive stations to demonstrate different technologies on, each tailored according to the store's demographic (from mobile technology to home automation).

Employees have wireless POS devices to search product information and check out customers.

Large touchscreens throughout the stores allow customers to search and do side-by-side product comparisons.

Customers can also make use of Geek Squad private consultation booths.

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