



Overview

Spanning 435 m² of floor space, with over 400 m² dedicated to cutting-edge LED displays, the inaugural **Future Stores** location opened in October 2024 on **London's Oxford Street** - Europe's busiest retail destination, attracting around 70 million visitors each year. The space offers brands a unique opportunity to combine narrative-led content with immersive visual experiences at scale. With further locations launching in 2025, Future Stores forms the foundation of an expanding global retail media platform.



About Future Stores

The future of retail goes beyond transactions; it is about creating destinations people want to spend time in. Future Stores redefines the in-store experience through an immersive, experience-first concept that fuses brand storytelling with advanced retail technology.

By rethinking the traditional shop floor, it combines digital innovation with human connection to create spaces that are as engaging, fluid & inspiring as the social platforms consumers interact with every day.



Objective

To provide state-of-the-art mounting solutions that would help transform a traditionally passive environment into an immersive, interactive space - one that invites customers to actively engage in a connected experience.

This purpose-built, next-generation hybrid retail store demanded a flexible & adaptive solution capable of supporting a rotating programme of brand activations every two to six weeks.

The design was driven by the need to enable social commerce & encourage customers to share their experiences, ensuring the space remained dynamic, ever-changing & truly unforgettable.

The Challenge

To realise Future Stores' vision for a truly immersive retail experience, the internal space had to be completely transformed, with over 400 m² of LED displays installed across walls, archways, pillars & ceilings.

The project presented a significant technical challenge: none of the walls followed a consistent geometry, & three different cabinet sizes were required to maximise every available inch of space. With store construction already complete & the LED panels in production, the solution had to be delivered within extremely tight constraints. The LED specification allowed for just a 0.15 mm tolerance on a 1.5 mm pixel pitch, leaving virtually no margin for error.

B-Tech had just six weeks to design, manufacture, test, assemble & deliver the entire solution. Until this point, the LED manufacturer had supplied & installed the mounting system themselves, meaning no dedicated integrator was in place - adding a further layer of complexity. With the store launch date fixed & the first client, Intel, already confirmed, there was no option to fail.



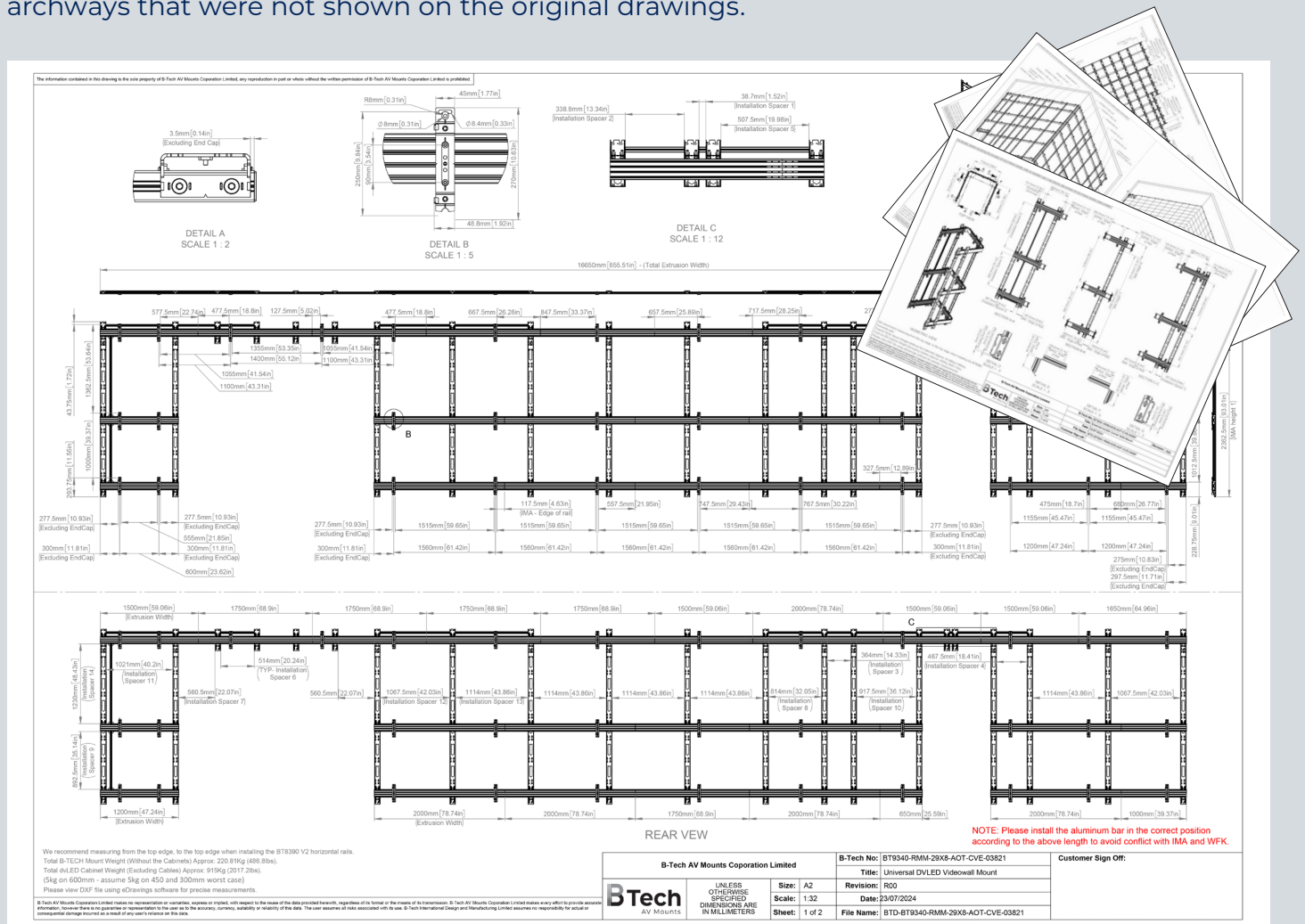
Solution

SYSTEM XPERT

Once the site drawings were received, B-Tech defined the full project scope, including design, project management, materials, assembly hours & resource requirements.

Using the **System Xpert Configurator Tool**, the entire project was accurately costed within a single day. This early clarity allowed the team to prepare stock control & engage external suppliers in advance, ensuring a highly efficient delivery process. When the purchase order arrived, production was ready to begin immediately. Given the challenging timescales, the project was divided into multiple workstreams, with engineers assigned across B-Tech's UK, USA & APAC engineering teams to enable 24/7 development. Detailed drawings were produced with each wall separated into 'rails' & 'interfaces', allowing first-fix rails to be delivered to site ahead of the bespoke LED interfaces.

The completed system comprised numerous rail lengths, wall fixing kits & mounting arms, with custom components manufactured to accommodate three different AOTO LED cabinet sizes. To ensure absolute dimensional accuracy, a full site survey was conducted & an independent installation specialist was brought in to review the design. This specialist subsequently undertook the full installation. Only minimal revisions were required, including the addition of three door archways that were not shown on the original drawings.





Manufacturing & Assembly

B-Tech dvLED enabled the majority of the installation to utilise off-the-shelf components, with only the bespoke LED interfaces manufactured to order.

All wall plates were pre-assembled to the rear of the rails, enabling phased deliveries in smaller, manageable shipments & significantly simplifying handling & on-site installation.



Packaging & Labelling Process

Every component was clearly labelled with its precise position within the overall assembly. As each rail & interface featured a unique size & geometry, accurate identification was critical to ensure rapid & error-free installation. Each item was marked to correspond directly with the drawings, & every box was supplied with multiple copies of the relevant layouts to support a smooth & efficient installation process.

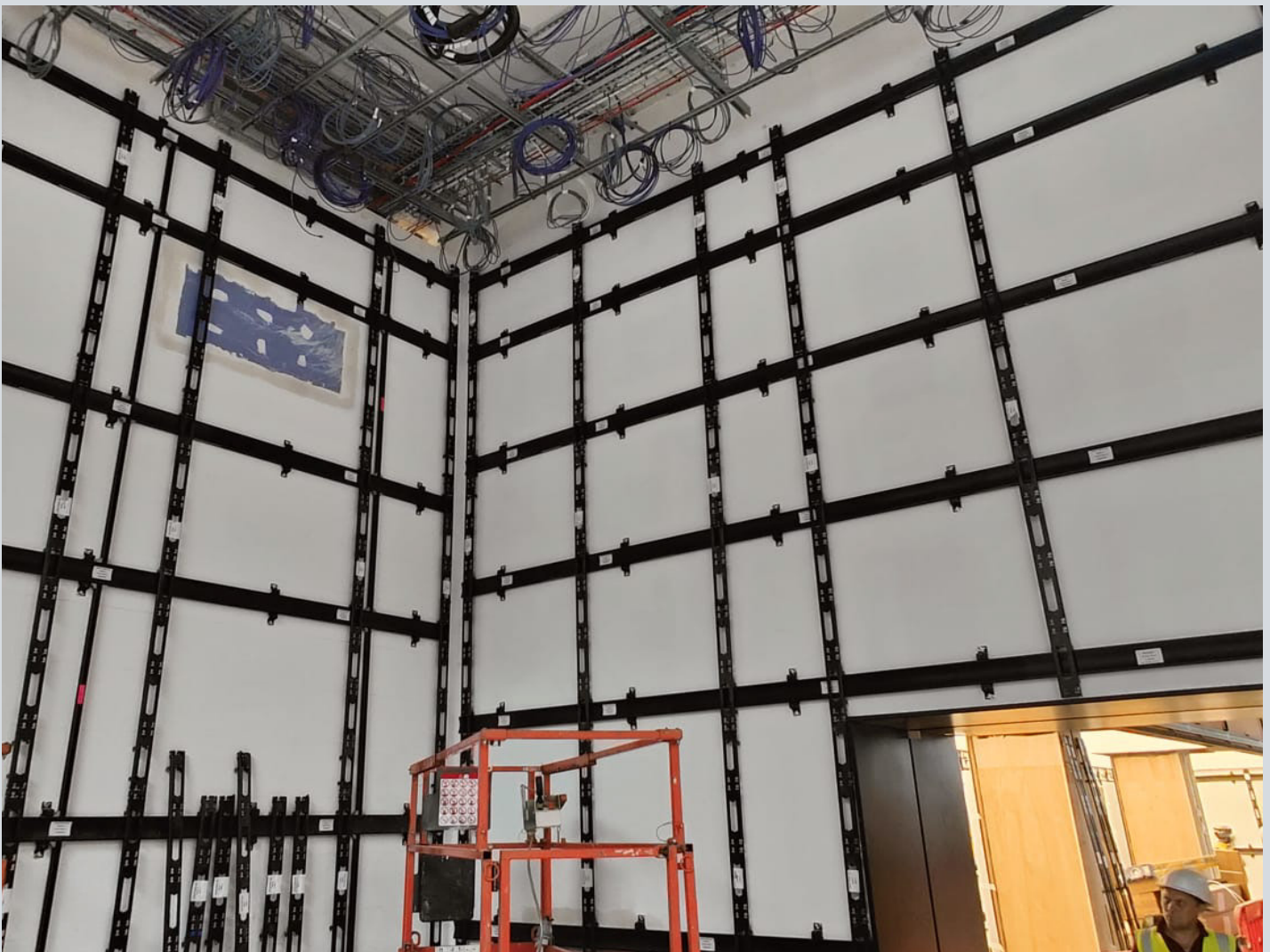


Installation

Installation commenced in October 2024, with the B-Tech team arriving on site to receive the goods & conduct a detailed walkthrough with the client & installation partners. This session reviewed all components, technical drawings & mounting sequences to ensure full alignment before work began.

B-Tech engineers remained on site to oversee the initial stages of the build, securing the primary rail infrastructure to the structural walls. During this phase, installers carefully verified plumb, level & load-bearing requirements across varied surface types, ensuring all fixing points met tolerance & safety standards.

The inherent adjustability of the B-Tech mounting system enabled fine positional corrections to be made quickly & accurately, delivering precise alignment across the expansive LED surfaces. Senior engineers worked closely with integrators to resolve early challenges & demonstrate best-practice installation workflows, ensuring consistent screen spacing, sightlines & overall visual continuity throughout the store.



The Result



Upon completion the **Future Stores** location on Oxford Street emerged as a truly transformative experience in immersive retail media. Covering approximately 400 m² of high-resolution Micro LED displays, the space now functions as a dynamic digital canvas that blends storytelling, interactive content, & brand activation in a way that redefines the traditional retail environment. From its highly visible exterior to the seamless coordination of rotating campaigns the venue supports rich, visually striking content that adapts instantly to each brand's narrative & audience engagement goals, blurring the lines between media, retail, & social interaction

Since opening, the store has hosted major global brands such as **Intel & Snapchat**, delivering measurable results including millions of live impressions & deeply engaged visitor interaction, while capturing actionable data on footfall, dwell time, & consumer behaviours to optimise future activations. This adaptability & robust performance underscore the success of the installation, illustrating how B-Tech's precise & reliable mounting solutions helped enable a technically ambitious finished space that meets both the creative & operational needs of one of the most advanced experiential retail environments in the world.

Project Information

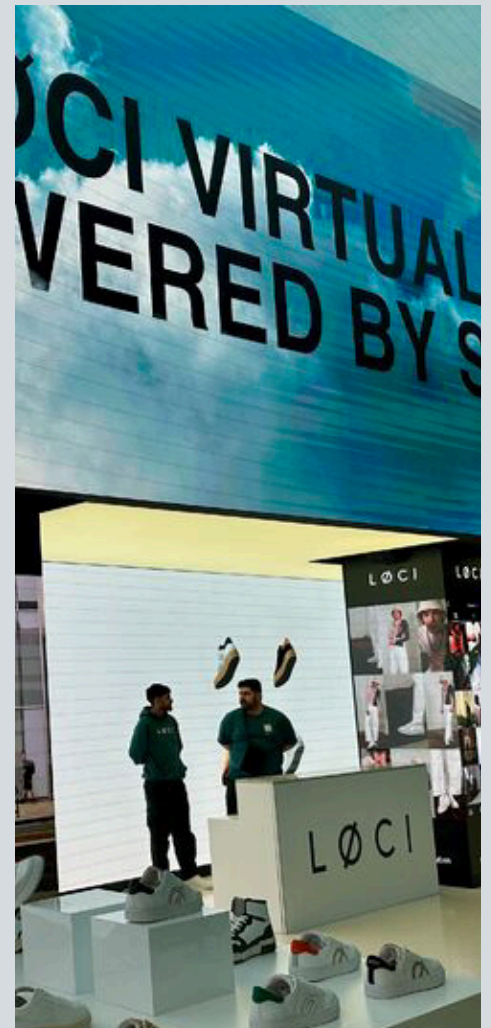
- **Mounting System:** System Xpert
- **LED Displays:** AOTO CV Series
- **Total Cabinets:** 1,911 (various configurations)
- **Total Modules:** 7,302
- **Display Area:** 400 m² (walls & ceilings)
- **Pixel Pitch:** 1.5 mm



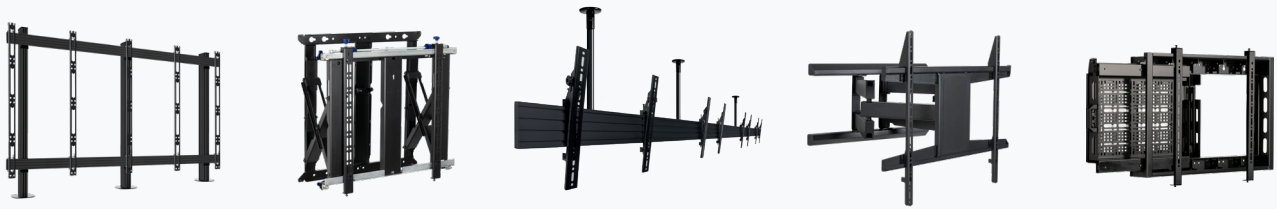








About Us



B-Tech mounting solutions cover all AV requirements ranging from small, single screens to large format displays, projectors, speakers, interactive touchscreens & UC equipment, as well as large, multi-screen LCDs & dvLED video walls, digital signage & AV storage. Designed to stringent TUV & UL safety standards by B-Tech's in-house team of engineers, our products are available as wall or ceiling mounts, desktop stands or as freestanding, mobile or bolt-down floor stands. Winners of multiple accolades including AV Awards' AV Manufacturer of the Year crown, B-Tech AV Mounts products are found in prestigious hotels, shopping malls, government facilities, corporate offices, sports stadia, restaurants, airports & conference facilities worldwide.

B-Tech offers not only one of the industry's most comprehensive product ranges, but also one of the most versatile & adaptable collections available from any mounting solutions provider.

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