

Cognition's Digital Mannequin

Written by Bob Snyder
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Cognition installs the first full-scale “Digital Mannequin”. The Mannequin is turning heads on Hanover Street in Edinburgh in a shop window of the new salon of beauty spa and skin clinic Zen Lifestyle.

The model, shot on a cinema-standard camera, now shows digitally across three large 42” Philips LCD screens. The wind blows through her hair as she moves slowly, showing off a light summery dress (reason enough to be noticed in Edinburgh this time of year.)

Graham Pow from Cognition says: “The client wanted to have a window display that would grab the attention of potential customers who may be unfamiliar with the Zen Lifestyle brand and the Digital Mannequin certainly does that.”

The Digital Mannequin footage was shot and edited in Cognition’s studio and it showcases the variety of treatments available at Zen Lifestyle. The screen also shows a range of promotional material. Using Scala software to create three independent screens lets Cognition deliver some unique content to maximise the use of the screens to create an impact at a street level. The Scala software powers the screens, using 1 player license and Zen can change the content on the displays. Cognition’s monthly content updates allow them to create new pro content so the

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screens can remain “fresh”.

The Digital Mannequin is proving to be a greater pull than the traditional print window displays, with window viewing time averaging 60% longer than the static equivalents, notes Cognition.

“The Cognition screens allow us to change our window displays instantly in line with our business needs and the response has been fantastic,” says the client, Kieran Fowley from Zen Lifestyle.

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