



MICROSOFT NEW YORK, USA

<http://www.microsoft.com>

WHEN APPLE FIRST SPOKE ABOUT THEIR CONCEPT OF THE APPLE STORE MANY PUNDITS WERE AGHAST. THEY BELIEVED THE CONCEPT WAS DOOMED TO FAILURE. CONSUMERS MADE THEIR DECISION. HISTORY WAS THE JUDGE.

Where Apple went others followed and history has not been as kind. Take the Nokia store for example their brand store came...and went.

The latest edition to the tech brand store concept appeared in New York's iconic 5th Avenue a few days ago and I took a look.

3 full floors. Interestingly the entire third floor was devoted to Dell. Two experience stores for the price of one...

From the street you can see a window display on the second floor that consists of a moving sculpture blocks, akin to the four colour block of the Microsoft Logo, which constantly change their depth.

Its full of the Microsoft latest and greatest and some good hands on interactive experiences.

It's well retail engineered ...time will tell if consumers respond positively to the value proposition. The jury is out.

David Roth
CEO, The Store WPP, EMEA & Asia
David.Roth@wpp.com
Twitter: davidrothlondon
Blog: www.davidroth.com

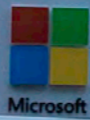




TOMMY HILFIGER

Microsoft

STUART WEITZMAN



Windows 10
Do great things

PAINT IT
NOISE

WALLS



XBOX ONE

Answer Desk

Events

68° Sunny

Hol

Surface

Surface

Surface 3
Essentials Bundle just \$279

HoloLens











Gaming

- 1
- 2
- 3

#HappierTheTruth
HAYLOW 15

Microsoft

HAPPY THE JOY

HAPPY THE JOY



1 Microsoft Store

2 Microsoft Store

3 The Dell Experience
at the Microsoft Store









Windows
Do great things







XBOX ONE



LEGO DIMENSIONS



FORZA MOTORSPORT | 6



XBOX ONE

Get a free game with purchase of a select Xbox One console









Microsoft

XBOX ONE

We are here to help
We fix PCs no matter where
you bought them

Windows 10
Do great things
skype
Gaming

Windows 10
Do great things

XBOX ONE
FORZA HORIZON 6

A photograph of a blue wall with white text. On the left, a portion of a staircase with a metal railing is visible. On the right, a small framed poster is mounted on the wall. The text on the wall reads: "Visit the Dell Experience at the Microsoft Store See our full lineup of innovative products on the 3rd floor".

Visit the Dell Experience at the Microsoft Store

See our full lineup of innovative
products on the 3rd floor



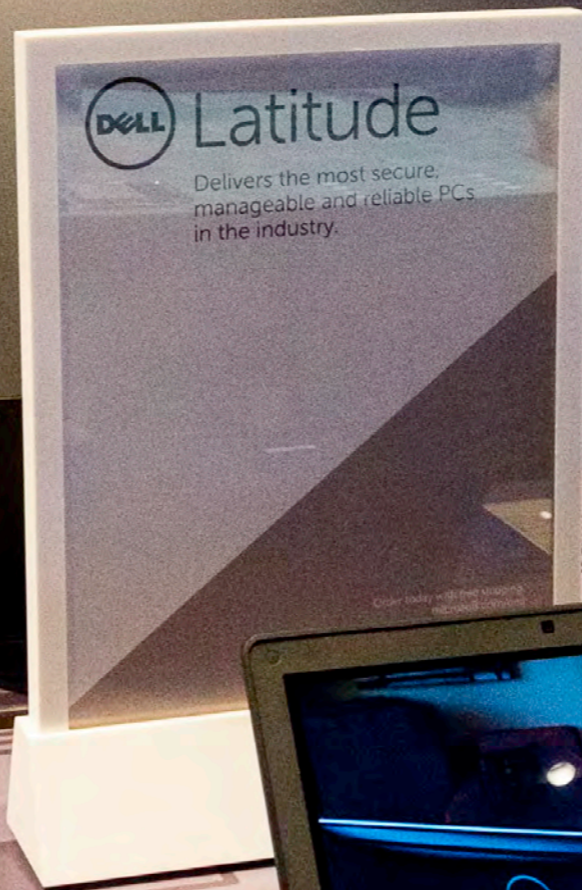
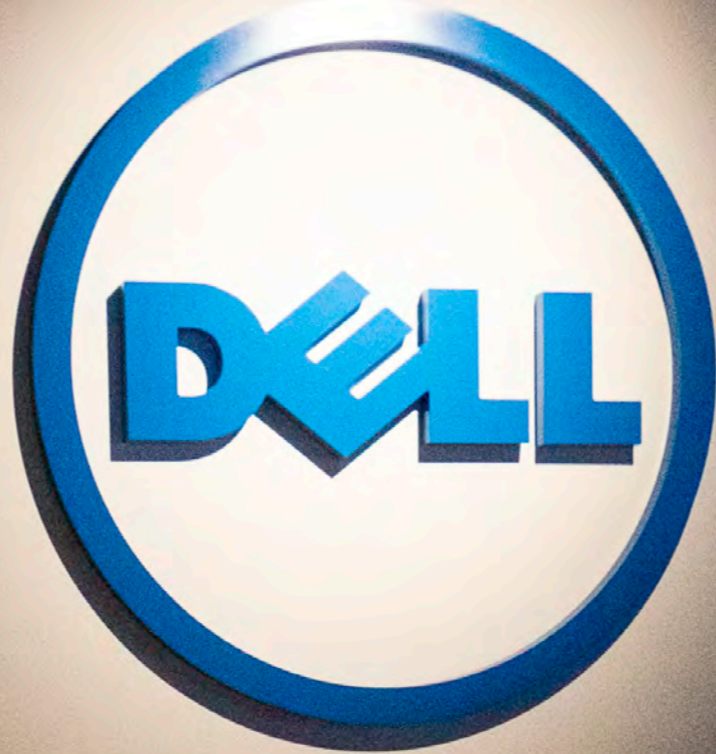






Welcome to the
Dell Experience
at the Microsoft Store







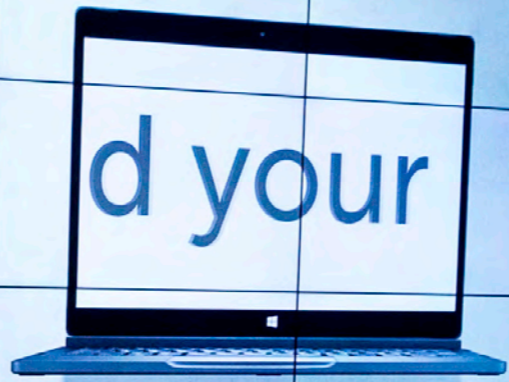
- 1 Microsoft Store
- 2 Microsoft Store
- 3 The Dell Experience at the Microsoft Store

Dell Precision
Select the right Dell Precision laptop for your business needs.

Designed with your business in mind



Designed for brilliance.



XPS 12

ALIENWARE

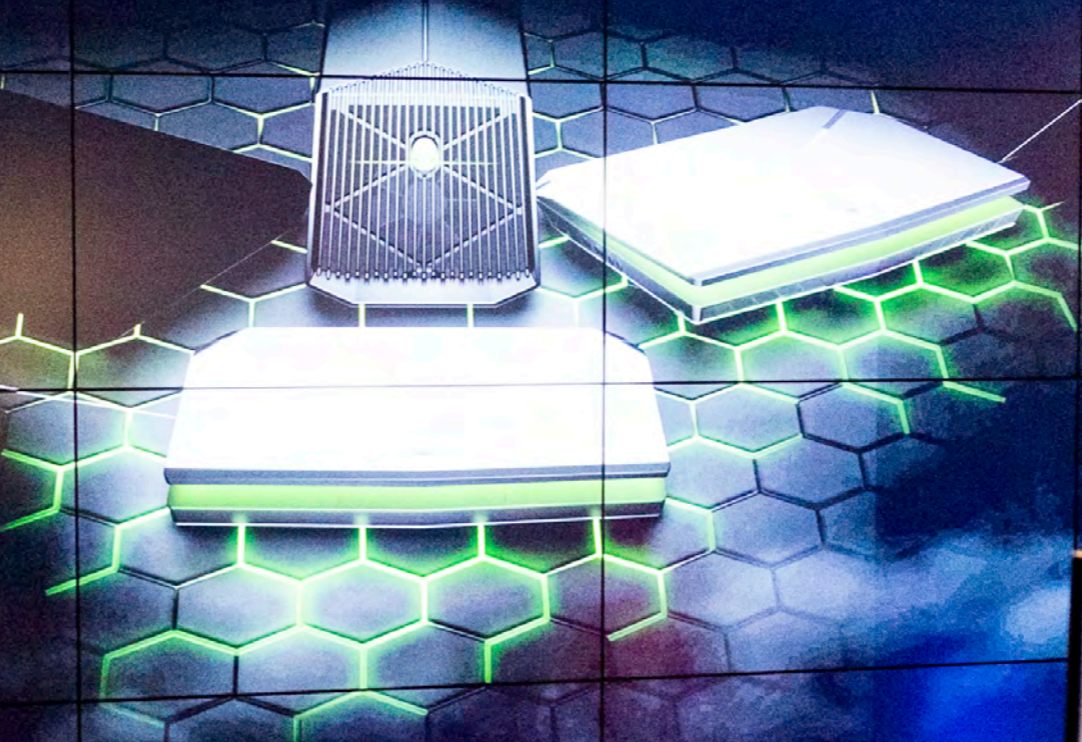
ULTIMATE GAMING



ALIENWARE™

ALIENWARE 13

ALIENWARE 15



ALIENWARE™

ULTIMATE GAMING SYSTEMS

ALIENWARE
AREA-51

FORGET
EVERYTHING
YOU KNOW.

ULTIMATE GAMING SYSTEMS

ALIENWARE


FORZA
MOTORSPORT

PLAYSEAT







 *Designed with your business in mind.*

- 
- 1** **Click** to get started
 - 2** **Choose** colors, pattern & texture
 - 3** **Preview** your design
 - 4** **Print** your butterfly or send to your mobile device

- 
- 1** **Click** to get started
 - 2** **Choose** colors, pattern & texture
 - 3** **Preview** your design
 - 4** **Print** your butterfly or send to your mobile device



Pick up your prints here.









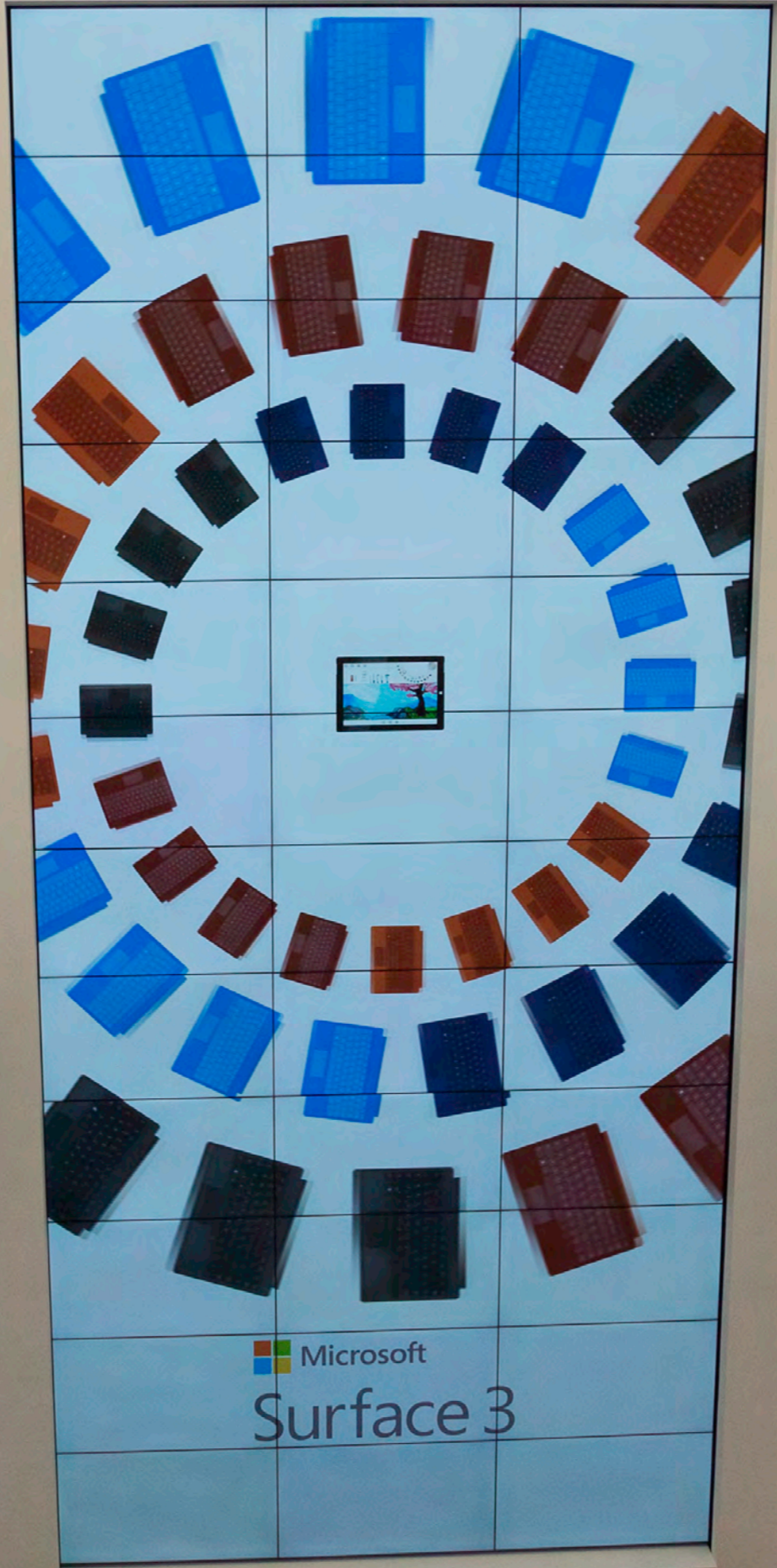


MICROSOFT

Windows 10
10 great things



Surface Hub



Microsoft
Surface 3

EXIT

- 1. ...
- 2. ...
- 3. ...

High performance laptop
with the versatility of a tablet



Microsoft
Facebook



Laptops

Visit the Dell Experience
on the 3rd floor



Gaming



 Microsoft Band



urface Book





Microsoft Band
Live healthier
and achieve more

Bench Press | 225 lbs
15 reps | 0:05

Gaming

Laptops

HALO 5 GUARDIANS



Take One Elite Bundle, \$499



Answer Desk

We're here to help

Free Services

Recycle for Rewards appraisal
with store credit



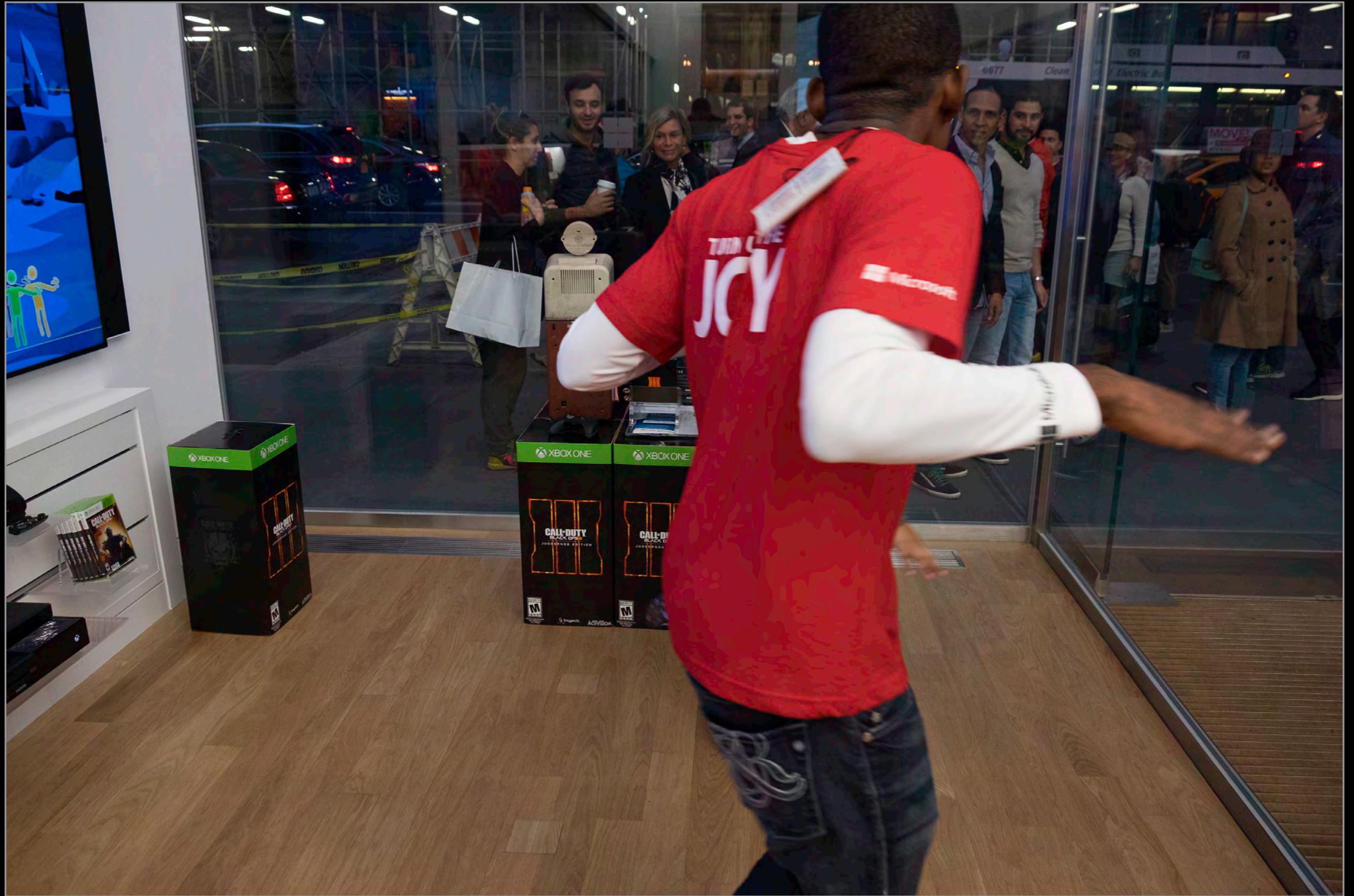














Microsoft

EXIT

EXIT

Microsoft Band

Surface Book

Surface

Microsoft Band

Live healthier and achieve more

New Microsoft Band

Live healthier and achieve more

Microsoft

XBOX ONE

ELITE

XBOX ONE

ELITE

XBOX ONE

ELITE

XBOX ONE

ELITE

Microsoft



EXIT

EXIT

BAKING IS THE NEW BLACK







