

Techshowcase Proves High Demand for Luxury Electronics

BY PAULINE ARMBRUST

The **Techshowcase** concept development team is fanatical about offering its tech savvy customers the hottest luxury electronics on the market and is merciless about guaranteeing it. If one of its 10 to 15 manufacturers do not replace or refresh their interactive units every six months within a Techshowcase store, or does not continue to bring out new products, the company will replace them with another manufacturer. "In technology retail, if you don't ride the wave of new releases you'll notice downward trends in sales," says Ilene Berman, co-CEO for **Airport Wireless**, the company which developed and operates the Techshowcase concept. "If you are constantly picking up new releases and new products, you're going to see spikes in revenue."

The concept is as cutting edge as the high end electronics it sells. It is meant to serve as a mini Computer Electronics Show



experience for customers as well as a launch pad for participating manufacturers, says Berman. As soon as a manufacturer is ready to launch a product, the product is sent and Techshowcase immediately introduces it. An added feature of the concept is its focus on educational selling. For three days before a store opens, notes Berman, sales representatives are trained by the manufacturer on how they want their products experienced.

"What we have learned over the last 10 years is that if you are able to educate the consumer, they will make the purchase. So we're doing things the same way [as

Airport Wireless] as far as providing the highest level of customer service and highest level of education. We're low on pressure but high on service and education to make a sale."

FIRST OPENING AT OAK

The first Techshowcase store opened in November at **Oakland International** (OAK) and early results bode well for the tiny 350 sq. ft. store. Berman says sales are 30% higher than expected and even the manufacturers are pleasantly surprised.

"The manufacturers are having a blast and are in shock with the numbers they're seeing coming out. And we just have one very small store."

Examples of products sold out of the OAK store include the newest in-ear, noise isolating Klipsch headphones selling for \$349 a pair. Techshowcase was the first retailer in the world to carry the item and sold two pairs within the first two hours of opening the new store. "We have many other first in the world products. Whatever products our manufacturers want to bring to launch immediately, they bring it to us. The concept is meant to be a launch site."

Within the next 12 months more than 20 more Techshowcase stores will be rolled out to airports such as **Miami International** (MIA), **Pittsburgh International** (PIT), **Boston-Logan International** (BOS), **Houston Intercontinental** (HOU), **Washington-Dulles International** (IAD), **Dallas Ft. Worth International** (DFW), **Chicago O'Hare International** (ORD), **LaGuardia Airport** (LGA) and **John F. Kennedy International** (JFK). 

We'd like to hear your opinion about this article. Please direct all correspondence to Pauline Armbrust at pauline@airportrevenue.com

FEBRUARY IS ARN'S SPECIAL CONFERENCE & EXHIBITION ISSUE

- **Show:** Official Conference Agenda
- **Profiles:** Exhibitor Highlights
- **Profiles:** Speaker Highlights
- **Construction:** Building on Time and on Budget
- **Security:** New Badging, Screening Process Costly for Airports
- **Efficiency:** Signage, Intuitive Design, Life Systems Lead the Way
- **Five & Under:** How Small Airports Can Attract the Thriving Allegiant Air
- **Project Airports:** DFW Establishes Links with Community
- **Meet the Staff:** Meet the Commercial Department at San Jose International
- **Latest Buzz:** New Orleans International Makes Strides Post-Katrina
- **Booming:** Major Headway in US Airports for AREAS USA
- **Noteworthy:** Creative Host Services Reveals New Strategy

*Space deadline: January 4, 2008
Artwork deadline: January 11, 2008*

Contact Gary Krasner for advertising opportunities:
phone: 561.355.8488 ext. 107 fax: 561.355.8188
email: gary@airportrevenue.com