# Future Stores on Oxford Street sets new standard with high-resolution digital immersive experience



Future Stores, a pioneering brand activation space on London's iconic Oxford Street, has opened its doors, showcasing an innovative use of digital technology to create immersive retail experiences. Spanning 400 square meters, the venue is lined with programmable LED displays powered by Green Hippo's Hippotizer Boreal+ MK2 media servers. This cutting-edge installation is designed to provide a flexible platform where brands can occupy rotating residencies, typically lasting between two to six weeks, to launch products and conduct marketing campaigns that blend digital storytelling with physical interaction.

The visual experience at Future Stores is remarkable for its scale and precision. Mood Media, tasked with creating the space, deployed seven Hippotizer Boreal+ MK2 media servers to handle six synchronized 8K video feeds across ten LED surfaces. These include state-of-the-art 1.5mm MIP (Micro LED in Package) walls and chip-on-board (COB) panels, which offer exceptional pixel density and visual clarity. The seamless playback of complex, fast-moving visuals is secured by Hippotizer’s Genlock synchronization, which ensures exact alignment across the irregular LED surfaces — a challenging feat when mapping a staggering 153 million pixels. Nick Phillips, vice president of solution engineering at Mood Media, emphasised the reliability and performance of the Hippotizer system and praised Green Hippo's on-site support as crucial for the project’s success.

The venue has quickly attracted major brands such as Intel and Snapchat, who have utilised it not just for striking visual presence but also for sophisticated audience engagement. Future Stores is equipped with analytics tools that capture foot traffic, dwell time, heat mapping, and demographic data, enabling brands to gain actionable insights into consumer behaviour during their campaigns. This data-driven approach highlights Future Stores' role as a contemporary model for experiential retail that leverages both technology and physical space to deepen customer connections.

Looking ahead, Mood Media plans to further enhance the venue’s technical capabilities by integrating a grandMA lighting console, which will enable advanced live control of the visual environment. Additionally, they are considering upgrading to Green Hippo’s MX Series media servers, which promise expanded storage capacity and superior 10-bit colour performance, further elevating the visual fidelity on offer.

Green Hippo’s Hippotizer Boreal+ MK2 media servers have a strong pedigree in immersive event and retail spaces. They support multiple inputs and outputs with robust network capabilities, enabling real-time playback and complex 3D visualisation. The system’s versatility and performance have been proven in other London installations such as Flipper’s Roller Boogie Palace, where Boreal+ MK2 servers power an array of LED screens, projectors, and lighting tubes that integrate live content streaming and dynamic lighting effects, demonstrating the media servers’ complex content mapping and control capabilities.

Mood Media, as a company, specialises in crafting immersive brand experiences worldwide, connecting physical and digital realms to influence consumer behaviour effectively. Serving over 850 brands across 150 countries and 500,000 locations, Mood Media’s expertise in audio, visual, and sensory marketing solutions underpins the technical and creative ambitions realised at Future Stores.

With Future Stores, the convergence of high-resolution media servers, advanced LED technology, and data analytics sets a new benchmark for brand activation spaces. It exemplifies how retail environments can evolve into dynamic, interactive stages where digital innovation and consumer engagement coalesce.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.ravepubs.com/future-stores-london-hippotizer-media-servers/), [[2]](https://www.lsionline.com/news/hippotizer-powers-londons-future-stores)
* Paragraph 2 – [[1]](https://www.ravepubs.com/future-stores-london-hippotizer-media-servers/), [[2]](https://www.lsionline.com/news/hippotizer-powers-londons-future-stores), [[4]](https://www.psco.co.uk/sales/media-servers/green-hippo/boreal-mk2/), [[7]](https://www.green-hippo.com/boreal-mk2/)
* Paragraph 3 – [[1]](https://www.ravepubs.com/future-stores-london-hippotizer-media-servers/), [[2]](https://www.lsionline.com/news/hippotizer-powers-londons-future-stores)
* Paragraph 4 – [[1]](https://www.ravepubs.com/future-stores-london-hippotizer-media-servers/), [[2]](https://www.lsionline.com/news/hippotizer-powers-londons-future-stores)
* Paragraph 5 – [[1]](https://www.ravepubs.com/future-stores-london-hippotizer-media-servers/), [[2]](https://www.lsionline.com/news/hippotizer-powers-londons-future-stores), [[7]](https://www.green-hippo.com/boreal-mk2/), [[3]](https://www.avinteractive.com/news/systems/hippotizer-drives-av-rich-flippers-roller-boogie-palace-17-03-2023/)
* Paragraph 6 – [[1]](https://www.ravepubs.com/future-stores-london-hippotizer-media-servers/), [[5]](https://us.moodmedia.com/)
* Paragraph 7 – [[1]](https://www.ravepubs.com/future-stores-london-hippotizer-media-servers/), [[2]](https://www.lsionline.com/news/hippotizer-powers-londons-future-stores), [[4]](https://www.psco.co.uk/sales/media-servers/green-hippo/boreal-mk2/), [[7]](https://www.green-hippo.com/boreal-mk2/)

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## Bibliography

1. <https://www.ravepubs.com/future-stores-london-hippotizer-media-servers/> - Please view link - unable to able to access data
2. <https://www.lsionline.com/news/hippotizer-powers-londons-future-stores> - This article discusses the opening of Future Stores, a new brand activation space on London's Oxford Street, featuring 400 square meters of programmable LED displays powered by Green Hippo's Hippotizer Media Servers. The venue is designed as a flexible showcase for retailers, offering rotating residencies every two to six weeks for brands to launch products and deliver immersive marketing campaigns that blend digital storytelling with physical retail experiences. Mood Media deployed seven Hippotizer Boreal+ MK2 media servers to manage six synchronized 8K feeds across 10 LED surfaces, including 1.5mm MIP (Micro LED in Package) walls and chip-on-board (COB) panels. The servers' Genlock synchronization ensures precise alignment of high-resolution, fast-moving visuals across all displays. Brands like Intel and Snapchat have already utilized the space for campaigns, leveraging the venue's analytics tools for foot traffic, dwell time, heat mapping, and audience demographics. Looking ahead, Mood Media plans to integrate a grandMA console for advanced live control and is evaluating Green Hippo's MX Series for expanded storage and 10-bit color performance.
3. <https://www.avinteractive.com/news/systems/hippotizer-drives-av-rich-flippers-roller-boogie-palace-17-03-2023/> - This article highlights the use of Green Hippo's Hippotizer Boreal+ MK2 media servers in the London location of Flipper's Roller Boogie Palace, a US ice rink concept. The venue features 10 LED screens, five projectors, and 200 Lucenti LED Tubes, all powered by the Boreal+ MK2 servers. The Hippotizer system enables live content streaming to the screens and integrates with cameras around the rink to display live skating footage. The PixelMapper feature allows for the mapping of LED lighting strips to create a unique chevron design ceiling lighting system. The system is controlled via a Streamdeck controller, allowing for easy selection between pre-programmed timelines and live feeds, with content triggering lighting cues based on the timeline points.
4. <https://www.psco.co.uk/sales/media-servers/green-hippo/boreal-mk2/> - This page provides detailed specifications for the Green Hippo Boreal+ MK2 Hippotizer Media Server. The server features 4 DisplayPort or 4 HDMI production outputs, dual 10Gb and 1Gb Ethernet ports, uncompressed playback, and up to 8 independent inputs, offering operators flexibility for various projects. Key features include mixed reality capabilities with camera tracking, REST API for custom web-based controls, FlexRes Codec for efficient media handling, HippoNet for controlling multiple units from a single ZooKeeper, and PixelMapper for mapping numerous light points effectively. The server is designed to handle demanding live events, medium-sized generative projects, and 3D visualization, making it suitable for rental and touring applications.
5. <https://us.moodmedia.com/> - Mood Media is a global company specializing in creating immersive brand experiences through digital media and music. They offer solutions such as music for business, digital signage, AV systems, audio messaging, scent marketing, and retail media advertising. With a presence in 150 countries and over 500,000 locations, Mood Media serves 850 brands, connecting physical and digital media to enhance customer journeys. Their services are designed to shape perceptions, influence behaviors, and deliver measurable business results, reinforcing local presence while supporting global scale.
6. <https://avlsupply.com/product/green-hippo-hippotizer-boreal-mk2-media-server/> - This product page offers information on the Green Hippo Hippotizer Boreal+ MK2 Media Server, highlighting its suitability for demanding live events, medium-sized generative projects, and 3D visualization. The server is described as the standard for touring media servers, providing high-performance video playback hardware to support creative workflows. The page includes ordering information, availability details, and mentions that all items ship directly from the manufacturer, with contact information provided for verifying availability or lead time.
7. <https://www.green-hippo.com/boreal-mk2/> - This page provides comprehensive details about the Green Hippo Boreal+ MK2 Media Server, including its key features such as 4x DP 1.2 or 4x HDMI production outputs, 31,400 Notchmarks, 10Gb/s network by default, and USB 3.1 (5Gb/s) front USB ports. The server is designed to handle demanding live events, medium-sized generative projects, and 3D visualization, making it suitable for rental and touring applications. The page also offers information on hardware specifications, input options, and additional features like SHAPE 3D mapping and real-time playback.