Walmart’s Consumer Electronics Department Gets a Face Lift

Edited the www.wirelessdesignmag.com staff

BENTONVILLE, Ark.,/PRNewswire-FirstCall/ -- Walmart announced today its plans to add more new products and features to its consumer electronics area across its 3,500 stores. This week, market electronics managers and associates are preparing aisles, adding new signage and bringing out displays for new technologies to help keep customers staying connected, more mobile and enjoying new home entertainment experiences.

As a leading destination for electronics products and savings, Walmart this week takes continued steps forward to enhance its assortment of exciting new products in consumer electronics, while creating an "easy to find," and fun, shopping experience for all customers. Details about these new enhancements in Walmart's Home Entertainment area include:

New color-coded and branded signage in categories such as gaming, wireless and home office that organize assortment and simplify selection.

Added assortment in Blu-ray players and movies, including a dedicated hi-definition "sound and site" area that brings Blu-ray product, and "the experience," together; Expanded assortment in HDTV, with more 1080p and 120HZ product and more sizes.

An increase of 30% in its wireless product including an expansion and redesign of its Wireless World area, focusing solely on cellular and smart phone products and activation; A new display center for laptops allowing customers to touch and experience each unit and compare assortment in brands like HP, Dell, and Toshiba, plus much more.

"We know customers really value our ability to bring them the brands they trust, the right level of assortment, and the most affordable prices," said Gary Severson, senior vice president, Home Entertainment, Walmart. "We want to continue to keep them engaged and inspired, making selection easier, and introducing more technologies that add comfort, fun and quality of life, for themselves and their families."

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