

Sony, Samsung Home Theatre at Best Buy

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In the US Best Buy is pushing the "home theatre experience" with an expansion of the store-in-a-store concept-- Sony gets pop-up stores in 350 Best Buy locations, while Samsung adds 500 outlets to its previously established presence.



Within the Best Buy outlets the two companies will be selling their biggest and loudest home entertainment products, namely UHD/4K TVs and the audio systems.

The stores-in-a-store also get staff in the shape of "knowledgable and friendly" Blue Shirts and company experts.

Outside the Sony/Samsung areas Best Buy is also tweaking its home theatre sections with large screen TV showcase areas, grab'n'go shopping for small- and mid-size TVs and soundbar listening stations.

Samsung already has own Experience outlets within 1000 Best Buy locations pushing its mobile device lineup. Meanwhile Sony has already closed 20 from 31 brick-and-mortar outlets in the US.

Go [7 Reasons Why Customers Should Shop at the New Home Theatre Experience at Best Buy](#)

Go [Proposed Open and Closed Sony Stores](#)