

Best Buy's Mobile Lifestyle Stores

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Unlike previous Best Buy mobile stores, Mobile Life stores will focus on mobile lifestyle and feature-connected laptops, data devices and CE appliances that connect to mobile networks.



"These stores are going after a much bigger space than mobile phone retail competency," Best Buy Mobile Marketing VP Scott Moore says. Sure, these devices are available at Best Buy's big stores, but Mobile Life stores will concentrate them in a single location and show how they create a larger wireless environment.

"Experience zones" at the new stores have demos like how Slingbox can place-shift TV content to a mobile phone, laptop or device.

Unlike the Best Buy Mobile stores on the East Coast that sell only mobile phones, Best Buy Mobile Life will be bigger (3000 sq. feet vs. 1000) and much smaller than Best Buy's usual 40,000 sq. feet. Each store will have a Geek Squad agent on site and Best Buy Mobile's Walk-Out-Working program that provides multimedia and smart-phone set up.

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