

Peacock fans out new retail store

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Visitors to a new New York attraction can be interviewed by Jay Leno, report the weather with Al Roker or take a joyride with Conan O'Brien.

Not to mention buy plenty of NBC merchandise.

On Tuesday, the Peacock Network will unveil The NBC Experience, a Rockefeller Center retail store featuring high-tech attractions and interactive activities "where you can feel a little closer to [NBC's] stars," said Barry Leffler, vice president of retail operations and consumer marketing for NBC.

Call it "Must Shop TV."

"The whole idea is to create an experience that lets you connect with the network as a real brand — and hopefully take a little piece home with you," Leffler said.

The store offers more than the requisite T-shirts, caps, mugs and other merchandise and memorabilia tied to NBC shows.

The 20,000-square-foot space on the first two floors

of NBC headquarters at 30 Rockefeller Plaza also features a 40-seat high-definition television theater, 250 flat-screen TV monitors broadcasting snippets of classic and current programs, and an online area providing quick access to NBC Web sites.

The main attraction promises to be the virtual-reality sets, where visitors can literally share the screen with NBC stalwarts Leno, Roker and O'Brien. Souvenir tapes cost \$15.

Despite the nostalgia and high-tech wizardry, the emphasis is clearly on retail sales. Even the famous NBC tour of the landmark building — a city tradition since 1933 — now begins and ends in the new store.

It's a marketing maneuver meant to spur impulse buying, but even NBC pokes fun at its commercial theme.

At the end of O'Brien's virtual-reality segment, the talk-show host says, "Don't forget to buy \$10,000 worth of useless crap at NBC Experience."



THOMAS MONASTER DAILY NEWS
NBC EXPERIENCE: Merchandise is displayed at new NBC retail store in Rockefeller Center.