

Advanced Interactive Store Systems

The interactive product advisor is part of an international leading solution for kiosk or mobile technology, In-store TV and interactive information systems at the POS. The interactive product advisor facilitates instant buying decisions by eliminating the need for further online researches by customer or staff. Get the **feeling and comfort of „online shopping“ in your store** with all the necessary information.



The installation of **more than 900 terminals and 6000 digital signage solutions in over 20 countries and stores** such as Media Markt, Saturn, Carrefour, Tesco or Euronics confirm the success of these in-store solutions.

RETAILER ADVANTAGES

Increasing sales effectiveness

Easier administration, End2End sales, shorter service time, higher come-back-rates

Substantial cost reduction

Less need of printed flyers, labels, lower human related cost

Improved Marketing

Sales promotion, all product information at one place (mobile, kiosk, interactive mirror, instore TV, ...)

Management support

online, real-time statistics, client identification

INSIGHTS



One interface for handling client and server sides



Adding and removing products (only 4 steps needed)



Automated update and refresh as required



Setting of changes by seller



Allocation of different access rights



ADVANTAGES & FEATURES — e-shelf-labels



Extra Shopping Experience

- Interactive interface
- Complete, personalized information
- Feeling and comfort of 'online shopping' in stores

Effective Customer Service

- Easier and faster shopping
- Decision making and shopping at one place
- Live customer service (Chat)

	Mobile Phone Adviser (with LED control)	Tariff Adviser	Product Adviser	White Good Product Adviser	Mobile Mirror	Holiday Adviser	T V - ALL
Promotional pictures/videos	•	•	•	•	•	•	•
Segmentation by filters	•	•	•	•	•	•	•
Multi language system	•	•	•	•	•	•	•
Product data refreshing/ tariff comparison	•	•	•	•	•	•	•
SW and HW monitoring	•	•	•	•	•	•	•
Offline working (online refreshing)	•	•	•	•	•	•	•
Online customer service	•	•	•	•	•	•	•
LED blinking in combination with ESL-System	•	•	•	•	•	•	•
Stock checks - availability and pricing	•	•	•	•	•	•	•
Touchscreen	•	•	•	•	•	•	
Face recognition	•						
Built in Camera/ 360 degree view by delayed camera					•		
Social Share					•		
Customized Look					•		
Facebook likes							•
QR codes related to online store							•
Sales support - product codes							•
Live TV as background							•
Price interface/ Different layouts							•
Remote Control with mobile app							•



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