



# POS Interactive / POSI

Interactive Point of Sale- and Exhibition placements

[www.pos-interactive.de](http://www.pos-interactive.de)

# New in Europe: Stationary retail meets online shopping

**POSI** is the interactive combination of haptic product experience and **digital customer dialogue**.

For the first time, all Benefits from the real **POS experience** in **stationary retail** are combined with **online shopping**.



# Haptics + Digital Interaction

The "wow effect": **The touch of the product triggers** the interactive product experience in a playful way.



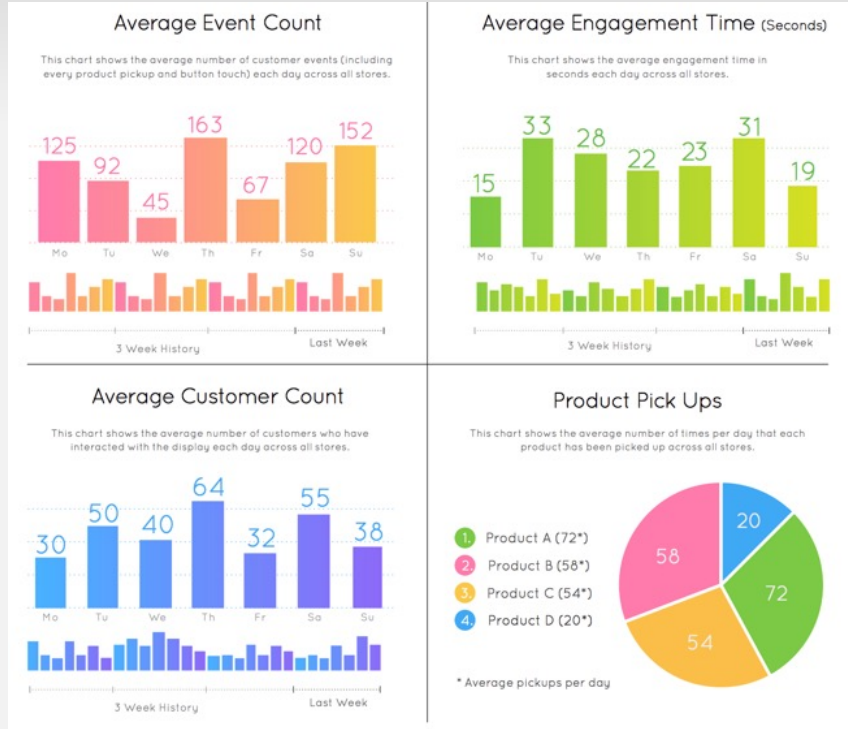
# Audiovisual worlds of experience

The linking of **audiovisual information** with actions that can be controlled by **the Customer himself** creates maximum customer loyalty at the Point of Sale.



# 7/24 real-time tracking + Market research

All actions at the point of sale are **logged** and thus serve to obtain customer-specific **market research data**.



# Digital links: Customer loyalty beyond the POS



Cross-media dialogue interfaces to smartphones, **Google**, **social media**, **web shops**, **outdoor or apps**.

Continuation of **customer loyalty outside the Point of Sale** through automated addressing at the next Internet contact.



## 24/7 - Access to all content

Online access to the POSI-Units allows the content to be **changed at any time.**

**Displayed content** can be adapted and **market research data** retrieved, **eliminating** the need for costly field visits



# Support of sales personnel

Interactive **brand experiences** ensure that consulting expertise is available at **all times**.

**Increasing turnover** through the "silent POSI sellers" incl. cross-selling - without additional **personnel costs**.

The staff can playfully deal with your products and provide even **more targeted advice** - without further staff training.





# Individual Housing in the obligatory CI



# POS Interactive: Features at a glance



- **Audiovisual worlds of experience at the POS**
- **Touch triggers digital interaction**
- **Tracking generates market research data**
- **»Virtual shelf extension« enables targeted cross-selling and the presentation of more product portfolios per shelf**
- **POS connection with Smartphone, Homepage, Google, Apps and social media**
- **24/7 online access to all content and market research data**
- **Support of sales personnel**
- **Individual shelf and table shapes according to your corporate guideline**
- **Various business models for brands and trade**

# POS Interactive: Our service modules



- **Campaign Conception + Storytelling**
- **Design + Content creation**
- **Audio and Video production + programming**
- **Design + manufacture of the housing according to your Corporate Guideline**
- **Evaluation of the gained market research data**
- **Logistics + Services**

## Exclusive industry offers

**POSI** is the unique innovation in Europe for **interactive customer dialogue** at the **point of sale / POS** and its connection to the **Internet** and **many other digital interfaces**.

Projects:

ADLER**SOLAR**<sup>9</sup>

**G**  
**GRANIT**  
QUALITY PARTS

**dm**

**Fricke**

**Spontex**  
Champion of less effort™

**NUK**

**Mondelēz**  
International

**LLOYD**  
GERMANY



*Contact:*

**POS Interactive**

**Altenwall 17-18**

**28195 Bremen**

**Tel.: + 49 (0)421 70 06 05**

**[info@pos-interactive.de](mailto:info@pos-interactive.de)**

*Further informations:*

**[www.pos-interactive.de](http://www.pos-interactive.de)**

**Frank Brunnée: +49 172-43 787 09**