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KäferLive<sup>®</sup>.de presents

# 47" Media-Showcase

d!conomy - Bridging the gap between classic and modern

## Media-Showcase – Bridging the gap between classic and modern

How do you close the gap between a classic shop and a modern online-shop?



The Internet has many advantages and is an indispensable part of our world today. "Information at your fingertips" is just a synonym for consumers' behaviour. With a few clicks you get information, pictures and videos to a product. With a few more entries it is purchased and delivered home some days later by the parcel service.

But you are not able to take a product in your hand and look at it from all sides in the online store before buying. And a competent, individual counselling also does not take place. And of course you also cannot take a physical product immediately in use after you have bought it with a few clicks. It has still to be delivered. In comparison the moment of purchase in the shop is very delightful: a high-quality merchandise presentation, advice at your request, and you can take the product away immediately after having purchased it.

The downside: there's more and more cherry picking, people who abuse the shop and the local dealer to obtain information and its product choice and then buy it online at a little bit more favourable price.

- How do you win the online-friendly group of customers (back) to your own shop?
- How do you satisfy the need for information and playfulness of modern customers in an on-site product presentation?
- How do you prepare a high quality shopping experience for the customer and make him buy here and now?

Our solution: Presentation of goods with the KäferLive® Media-Showcase



In a high-quality showcase you may display your valuable products that require explanation. Using homogeneous LED lighting, your products appear in the most favourable light. But the highlight is: the front screen is a touch-sensitive almost 100% transparent touch display that will show videos or any editorially prepared content on your products.

### Information at your fingertips

The content will be started periodically recurring or by touching the relevant field.



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### Added value through interactive information

A video can be used for advertising the product indirectly (e.g. brand loyalty) or may deliver very specific information on each item. Place the discussion about the price at the back and put the goods themselves in focus first. With a page flip effect you can turn page to page like in a paper-bound brochure. Stand out from your competitors by a modern product presentation. It only takes another tap of the customer and in addition to the supplementary information the price is displayed. Perhaps the decision to buy has already been made by then.

Käfer EDV Systeme GmbH not only supplies and installs the touch display itself in your company. We take care for the product presentation and link it to your website and your online store. You provide the products - we take care of the creation and delivery of content for the transparent display - from the concept idea to the final presentation. There are no limits to your and our creativity.

### Flexibility

But it is not only the media show with website content, QR codes, videos, pictures, slideshows and more which is very flexible. We can also respond flexibly to your needs in terms of shape, size, position and colour up to the foliage. Whether integrated as a free-standing piece of furniture, pedestal with Surface technology or in a shop or stand construction wall: KäferLive® can do it!

The acrylic glass insert is removable, making further distributions than the 6+2-division shown here possible (e.g. 4+2 or without any boxes). Due to the large depth of up to 38 cm bigger exhibits can be issued. Individually dimmable LED segments and spotlights create a homogeneous illumination of the interior and realize accents.

Special functions - such as a turntable - can be controlled manually or automatically in sync with the displayed media. The entire administration of the case and the media are carried out easily and reliably by remote maintenance, WLAN, LAN and / or Internet.



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## Wide range of applications

We can adapt our Showcase technique to your individual requirements. That way the KäferLive® Media Showcase achieves the perfect integration into your booth, your shop fittings and your corporate identity or your corporate design. And, of course, there are other scenarios such as a digital guide in public buildings or as multimedia showcase for exhibits in museums.

## Integration into an overall concept

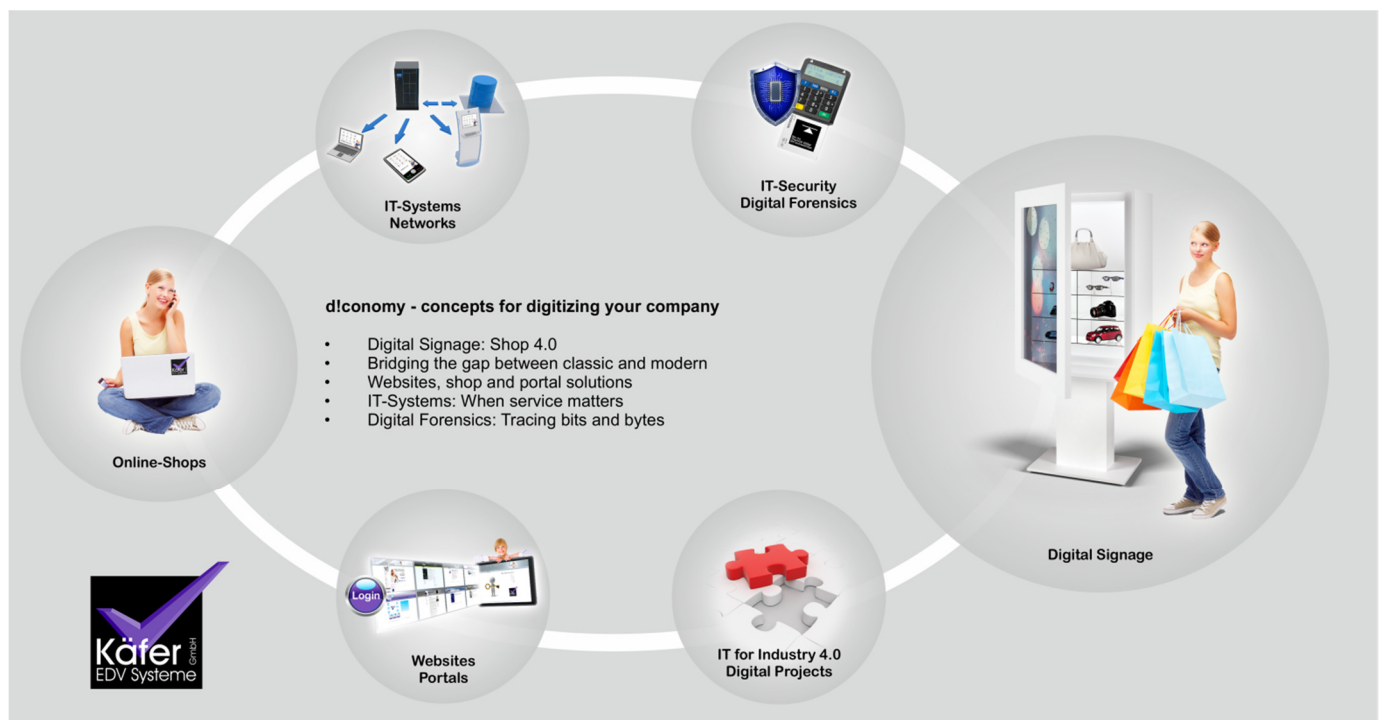
We show you how to succeed with digital concepts to bridge the gap between classic and modern: Holistic, safely and efficiently. Shop and Internet are not contradictory, but a complement and an opportunity!

## At a glance

- Integrated PC with touch-screen
- Screen size 47"
- Resolution: 1920x1080, ratio 9:16
- W x D x H: approx. 82 x 64 x 198 cm
- colour white satin finish
- Other designs, sizes, colours and designs according to customer's request.



## KäferLive® and d!conomy – concepts for digitizing your company.



More information: <http://www.KaeferLive.de/ds>