



Department Store



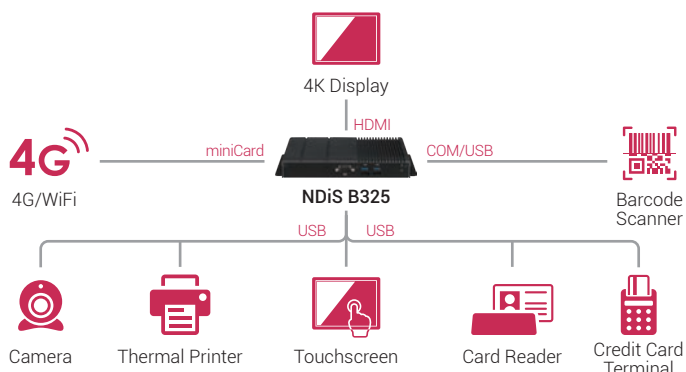
## Interactive Kiosks Draw in O2O Sales for Department Stores

Physical stores have been in head-to-head competition with online retailers for customers. To bolster the multi-channel presence, a department store chain in Western Europe has deployed 900 interactive kiosks across more than 160 stores to converge brick-and-mortar and digital channels. Powered by NEXCOM digital signage player NDiS B325, the in-store interactive kiosk helps the department store chain increase customer engagement, reduce out-of-stock complains, broaden product offerings, and more importantly, drive sales.

The internet-enabled kiosk can provide customers copious information and self-services. By scanning a product barcode, the kiosk can tell customers about product details including sizes, colors,

prices, promotions, and stocks. If an item of a specific size or color is out of stock, customers can use the kiosk's touchscreen to make a purchase online with a credit card, earn reward points for the purchase with a membership card, opt for either in-store pickup or home delivery, and obtain a confirmation receipt as a proof of payment. The kiosk also gives customers access to the full product range as offered on the retailer's online store, expanding the product coverage to hundreds of thousands of brands within existing floor space.

Moreover, the NEXCOM NDiS B325 designed for interactive signage applications can equip the kiosk with video chatting function to help customers obtain assistance from online customer services, and run special promotions and advertisements on a 4K display.



### NDiS B325

- Power-efficient Intel® Celeron® processor N3150 for low power consumption
- Support 4K resolution for amazing visuals
- Rich I/O interfaces for ease of system integration
- Operating temperature range from -20°C to 50°C to be embedded in the kiosk enclosure
- Fanless design for noise-free operation

