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Bosch Experience Zone: Europe-wide rollout

Rollout of the shop-in-shop solution Bosch Experience Zone with interactive column– kompas digital signage controls award-winning column

Cologne, May 9, 2016 – Digital signage conquers DIY superstores. The award-winning interactive column used in the shop-in-shop solution Bosch Experience Zone is being launched across Europe. This includes DIY superstores in Germany, Belgium, France, Norway and Austria. In addition, in the role as general contractor for the project and working with local partners, dimedis is setting up Bosch Experience Zone at locations in Turkey. The interactive column is controlled via the [kompas](#) digital-signage software solution from [dimedis](#). dimedis is also responsible for the design of the terminals.

By the end of 2016 more than 50 locations will have implemented the innovative shop concept, and another 100 will follow. The interactive column of the Bosch Experience Zone also totally convinced the jury of the viscom Digital Signage Best Practice Awards 2015, winning the first prize in the category "Retail Signage".

Bosch Experience Zone

The Bosch Experience Zone is an innovative shop-in-shop project for DIY superstores. Its main objective is to create a brand island in which the customers receive information and inspiration and are able to try out products in a practice-oriented environment. The Bosch Experience Zone adopts a holistic approach and integrates interactive digital signage into modern shopfitting. As an eye-

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catcher in the Experience Zone, the terminal boosts customer loyalty and encourages customers to make purchases and interact using a touchscreen. Besides providing value-added in the form of information, the terminal also moves the Bosch products to the forefront of the customers' interest. With 23 languages available, the user interface can be used flexibly around the world, the information gathered can be printed out and taken away, and information can be transmitted to a smartphone using the QR code. Besides having a sophisticated search function, it can also be used to create favorites lists and to scan products directly at the information terminal.



Interactive column of the Bosch Experience Zone – Award winner of the viscom Digital Signage Best Practice Awards 2015. (Source: dimedis)

Patrick Schröder, Head of Digital Signage at dimedis, talking about the Europe-wide rollout of the Bosch Experience Zone: "The Bosch Experience Zone is an excellent example of how one can increase the involvement of the customers at the POS and integrate the

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advantages of the online world. The comprehensive modernization of the shop-in-shop concept goes hand in hand with the integration of digital signage to an extent previously unknown in DIY superstores. We are proud to be the general contractor responsible for the rollout in more than six countries, working together with local partners on the spot. Thanks to our Kompas digital-signage software solution, both the maintenance of the content and the integration of the additional interfaces for the various branches can be achieved without problem. Our software even organises the rollout management and the quality control of the installation."

Additional information and a video about the Bosch Experience Zone are available at:

http://www.kompas-software.com/en/620/~Bosch_Experience_Zone.html



Bosch Experience Zone – innovative shop-in-shop system for DIY superstores (source: dimedis)

About Kompas

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kompas, developed by the experts in digital media distribution at dimedis GmbH, is one of the most powerful and flexible Digital Signage systems on the market. kompas offers Digital Signage users an intuitive interface built around drag-and-drop usability. More than 5,500 players in Germany alone are controlled by kompas, making it the driving force behind one of the largest advertising networks in the country. The kompas software is stable and relies on HTML5. Another part of the kompas family of products is the award-winning kompas wayfinding.

kompas received the VISCOM Digital Signage Best Practice Award in 2008, 2011 and 2015. And the POPAI Digital Award Gold for "Best Digital Media Technology" in 2011. For more information please visit: www.kompas-software.com

About dimedis

dimedis stands for digital media distribution. Founded 1996 in Cologne, the software company is specialized in trade fair- and digital signage solutions. FairMate is a visitor management solution and kompas a digital signage and wayfinding system. The customers are amongst others Messe Düsseldorf, Koelnmesse, Stockholmässan, Messe Stuttgart, Reed Exhibitions Deutschland, Schalke 04, Borussia Dortmund, Bosch, snipes, a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC, mfi and Abu Dhabi Mall. More than 50 employees currently work for dimedis.

For more information please visit: www.dimedis.eu or blog.dimedis.de

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