

**PRESS RELEASE** – For immediate publication

## **Smart retail: The XXXLutz Group relies on kompas digital signage**

**Modernization of customer communication at more than 60 locations – kompas controls POS screens and interactive product configurators – kompas Tizen: content playout without mini PC – Further expansion planned to cover all furniture superstores – Concept and rollout with Radio P.O.S.**

Cologne, March 3, 2021 – The [XXXLutz furniture superstores](#) are currently modernizing their customer communication via screens and interactive product configurators at more than 60 locations, each with up to 100 viewing points. To this purpose, the company is relying on the digital-signage software [kompas](#) from [dimedis](#) in its XXXLutz, Möbelix and Mömax furniture superstores. The specialist for in-store communication [Radio P.O.S.](#) from Kiel in Germany is responsible for the concept and the implementation. The XXXLutz Group operates more than 320 furniture stores in 13 European countries with more than 25,700 employees. With kompas, the family-run company from Austria is combining all previous product configurators and digital-signage systems in a single, centrally controlled solution with immediate effect. Using the kompas software, XXXLutz plans and controls the advertising and the information on the screens and the video walls. In order to improve the shopping experience, XXXLutz also offers its customers interactive service terminals and project configurators. With the interactive configurators, the customers are able to freely select their kitchens, sofas, box-spring beds, carpets, laminate flooring, pictures, electrical appliances and mattresses to suit their taste.

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XXXLutz is one of the first customers to use Kompas Tizen. With Kompas Tizen, the integrated operating system of the Samsung screens is being used, meaning that no additional mini PCs are required to play the content. A further expansion of the digital-signage system is planned for all locations in the XXXLutz Group, all implemented and equipped by Radio P.O.S.



*The XXXLutz Group relies on Kompas digital signage (source: dimedis)*

XXXLutz uses the screens at important locations such as the checkout area, the goods collection area, the advice points, at the escalators and elevators as well as in the children's cinema. The service terminals and product configurators are available for use by the customers in the different departments. XXXLutz also uses Kompas on customer feedback terminals. The hardware consists of outdoor information columns and monitor walls supplied by Radio P.O.S. Besides the latest news and information about special offers and competitions, the content displayed on the screens and video walls also includes the menu being served in the restaurants and information about events. Product videos round off the information offering for the customers.



*Interactive customer communication at XXXLutz: Kompas also integrates service terminals and product configurators (source: dimedis)*

Patrick Schröder, head of sales and digital signage at dimedis, talks about the new customer: "Kompas helps the brick-and-mortar retail sector to improve the communication with the customer and to provide interactive service offerings such as product configurators. Kompas's main strength lies in the administration of large, supraregional networks through a sophisticated rights management system. Furthermore, XXXLutz is one of the first customers to profit from the integration of the Tizen operating system. This reduces the hardware investments and the maintenance requirements. Kompas is an important tool for smart retail. The digital-signage concept is supported by our long-standing partner Radio P.O.S. Radio P.O.S. is also equipping the XXXLutz Group's latest format, "Resto-Wien", an independent restaurant in a prime location, with Kompas. Here, [Motion Poster](#), developed and distributed exclusively by Radio P.O.S., is being deployed in the display window."



**XXXLutz relies on digital signage at critical locations such as escalators.**

**(Source: dimedis)**

Further information about kompas can be found here: [www.kompas-software.com](http://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, Stockholm, Köln, Hamburg und Stuttgart, the Messe Dortmund, Reed Exhibitions Germany, Bosch, snipes, EnBW, Lanxess, BVB, HUESKER, Stadtwerke Karlsruhe, K+S and shopping malls like the Abu Dhabi Mall. More than 80 employees currently work for dimedis. For more information please visit: [www.dimedis.eu](http://www.dimedis.eu) or [blog.dimedis.de](http://blog.dimedis.de)

#### **About kompas**

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 25,000 players in Europe with over 50,000 screens 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

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#### **About Radio P.O.S.**

For more than 30 years Radio P.O.S. has been designing and developing innovative digital-signage solutions and in-store radio programs tailored to the needs of each target group.

The specialist for in-store communication with headquarters in Kiel offers its customers an all-round carefree package as a comprehensive partner. Radio P.O.S. is available as a partner for its customers, from consultancy and concept development to installation of the hard- and software to operation and maintenance through its own dense network of technicians and an in-house service hotline.

Its own studios for the creation of the radio and TV content guarantee flexible and rapid implementation. Further information is available at [www.radio-pos.de](http://www.radio-pos.de)

#### **About the XXXLutz Group**

The XXXLutz Group operates more than 320 furniture stores in 13 European countries with more than 25,700 employees. More than 11,000 employees contribute to the success of the group in Germany, where it operates 48 XXXLutz furniture superstores and 42 Mömax cash-and-carry stores. With an annual turnover of €5.1 billion, the XXXLutz Group is one of the largest furniture retailers in the world. In addition, POCO with 8,500 employees achieves a turnover of €1.6 billion, which is pooled in the joint GIGA purchasing association. The XXXLutz Group's German head office has been located in Main-Franconian Würzburg since 2009. Within the scope of the further expansion, in 2019 a brand-new company headquarters was built, which offers the employees an attractive working environment.

Further information is available at [www.xxxlutz.de](http://www.xxxlutz.de)

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