

Luxury Retail Goes Mobile at K11 Centre in Shanghai



Mobile point-of-sale provides stylish customer service and higher sales efficiency.

K11 Centre in Shanghai is the first shopping experience to blend art, people and nature while seamlessly integrating art appreciation, cultural practice and nature. It is a shopping mall that is filled with creativity and imagination. K11 is attracting the next generation of international luxury designer brands to bring the shopping experience to a new level for the growing amount of affluent Chinese consumers who are responsible for 25% of luxury goods purchases worldwide.

Shanghai K11 is owned by Hong Kong New World group and is the first shopping and art center in China. Situated in Huaihai Road, one of the best locations of Shanghai CBD, it offers approximately four million square meters of space with three floors underground and six floors above ground. Its surrounding contains facilities of diverse entertainment. Free art exhibitions are regularly held in the 3,000 square-meter stage for art exchange, interaction and exhibition.

K11 Centre was seeking a mobile point-of-sale (POS) solution with a sense of style that would integrate into the fashion design of the shopping mall. The Elo® Tablet was selected to provide shoppers with the most updated information on site and real time feedback to their marketing team.

Customer Profile



Company: K11 Centre

Industry: Retail

Country: China

Founded: 2009

Website: www.shanghaik11.com

About Elo

Elo founders pioneered the touch screen over 40 years ago. Today, Elo Touch Solutions is a leading global supplier of touch-enabled technology, products and industry solutions. The Elo portfolio encompasses the broadest selection of OEM touchscreen components, touchmonitors, and all-in-one touchcomputers for the demanding requirements of diverse markets, including gaming machines, hospitality systems, industrial automation, interactive kiosks, healthcare, office equipment, point of sale terminals, retail displays, and transportation applications. The Elo touch experience has consistently stood for quality, reliability and innovation with over 20 million installations worldwide.

The Challenge

Deliver quick and informative point-of-sale services while seamlessly integrating with the architecture and style of a luxury goods shopping centre. “We will endeavor to bring you a new concept of service with higher efficiency and a faster sales terminal. We hope to efficiently introduce our product information with customers in zero-distance through mobile POS in the future, rather than only using it for payment transaction as POS.”

The Solution

The Elo Tablet delivered the desired look and feel of a hybrid POS terminal in a small footprint that does not distract from the art and luxury that surrounds it. Management and security of the Microsoft Windows operating system is appreciated by the K11 IT team. Customer Service associates doesn't need to worry about dropping the tablet or spilling something on it. The necessary retail peripherals are built-in and the removable battery makes sure service is delivered from open to close.

As K11 looks to expand the Art Mall concept to other locations worldwide, Elo is ready with local service and support resources around the globe to ensure expansion expectations are met.

Why Elo Touch Solutions Work

Commercial-grade

Consumer grade products won't cut it in a commercial environment. Designed for continuous use in public environments, choosing Elo means lower cost of ownership and fewer hassles. Elo has 20+ million installations in 80+ countries. We are the original inventors of the touchscreen over 40 years ago.

Reliability and Security

Elo's commitment to a long product life means customers can roll-out Elo touch solutions over a multi-year period and know that the last installation will have the same reliable touch solution as the first. If something does go wrong, customers can count on support offices around the world.

Elo Tablet – delivers zero-distance service for your customers and higher sales efficiency

- Microsoft Windows Embedded operating system management and security
- Ruggedized to survive retail environments
- Integrated MSR, Barcode Reader, and Smart Card Reader
- Wi-Fi, Bluetooth, NFC and RFID wireless
- Docking station with battery charging location, Ethernet, 3 x USB, and VGA for second customer-facing touchscreen display
- Deployable in cloud, thin-client, or client-server environments
- 18 month standard warranty



To find out more about our extensive range of Elo touch solutions, go to www.elotouch.com, or call the office nearest you.

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