

Case Study:

Interactive digital signage promotes customer interaction, the brand image, and influences sales growth

Market: Chemical

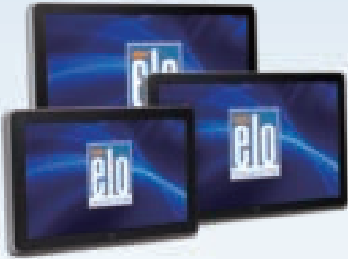


The reliable performance of touchscreen technology enhances user experience

“For the overall high quality of our projects, we use an Elo TouchSystems product that is built on more than 40 years of specialized experience in the touchscreen technology field. The product has a three-year warranty and its stable and reliable performance meets the interaction needs of many visiting customers, which is significant for us in undertaking projects for our customers”, said Xu Ganqin, the account manager of Pico.

Innovative application of interactive digital signage

Pico is a leading “Total Brand Activation” company committing itself to bring brand vitality to its customers in a multi-faceted, versatile approach. It has 2,500 staff members in 36 main cities around the world. It has more than 40 years of experience in the field, including the design and erection of exhibitions, brand activities, world expos, museum arrangement, theme parks, and showrooms. For the 50m² showroom it designed for the Wacker Chemie AG (Wacker) office building in Zhangjiagang, China, Pico chose the 32-inch Elo 3200L IDS (interactive digital signage) display. Used to introduce its products and help customers learn about Wacker’s culture, the Elo IDS display makes the Wacker showroom more informative by facilitating an enhanced interaction between the exhibition hall and the visiting customers. Basically, Pico offers a one-year guarantee for each of its projects; however, striving for a long and stable relationship with customers, Pico provides maintenance service after the initial one-year warranty period. This is why Pico has earned the trust of Fortune 500 companies and a good reputation in the field.



Interactive Digital Signage Products:

- Size : 32", 42", 46", 55"
- Touchscreen Technologies:
Acoustic Pulse Recognition (APR)
IntelliTouch surface acoustic wave (SAW)
Optical multi-touch
- Optional computer modules available

Wacker is a well-known chemical company headquartered in Germany with operations worldwide. Founded in 1914, it has a large global production network covering all the main regions in the world. It has 16,300 staff on five continents. As a technical leader in the chemical industry, it actively promotes technical innovations and develops new products for industrial fields all over the world. Through innovation and investment, it provides customers with new high value products and solutions. It has five business divisions and more than one thousand products extensively applied in diversified fields, which makes reaching a wide range of customers quickly a challenge. "The interactive digital signage delivers product information to customers by means of text, pictures, animation, and videos, improves human-computer interaction, and makes a vivid and intuitive impression for customers", said He Ning, the Corporate Communication Manager of Wacker for the Great China region.

"This is a great example of how large-format displays can be used in a company's showroom to increase the interaction with customers", said Neeraj Pendse who is responsible for TE Touch Solutions' digital signage business. "Interactive Digital Signage facilitates professional self-learning of broad product and company information; bringing the true benefits of brand image marketing to visitors." An APR (acoustic pulse recognition) touchscreen can be activated by any substance and the pure glass material delivers strong image clarity and robust durability, which makes this application much more user-friendly."

Why Elo touch solutions work

Reliability and a long warranty.

Elo TouchSystems IDS displays are designed for touch and use commercial-class components which are developed to last and are covered by a 3-year warranty. If service is needed, customers can rely on our support offices around the world.

A long product life.

Our commitment to a long product life means customers can roll-out Elo touch solutions over a multi-year period and know that the last application will have the same reliable touchscreen as the first.

About TE Touch Solutions

TE Touch Solutions, a global leader in touchscreen technology, develops, manufactures, and markets a complete line of touch screens, touch monitors, and all-in-one (AiO) touch computers under the Elo and TE brands. Backed by over 40 years of touch experience and with multiple touch technology options, including surface acoustic wave (SAW), resistive, surface capacitive, projected capacitive, acoustic pulse recognition (APR), infrared (IR), and multi-touch, TE and Elo touch products are available for diverse applications in retail, point-of-sale (POS), kiosk, medical, industrial, hospitality, transportation, automotive, mobile and gaming markets. Visit www.elotouch.com or email to eloinfo@elotouch.com for more information.

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

North America

TE Touch Solutions
301 Constitution Drive
Menlo Park, CA 94025-1110

800-ELO-TOUCH

Tel 1-650-361-4800

Fax 1-650-361-4722

eloinfo@elotouch.com

Europe

Tel +32 (0)16 35 21 00

Fax +32 (0)16 35 21 01

elosales@elotouch.com

Asia-Pacific

Tel: +86-21-6106-7163

Fax: +86-21-3325-9034

www.elotouch.com.cn

Latin America

Tel 786-923-0251

Fax 305-931-0124

www.elotouch.com.ar



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