

# KIOSK EUROPE EXPO 2013

## Introduction

KIOSK EUROPE EXPO 2013 and DIGITAL SIGNAGE EXPO 2013 drew to a close on 13th June, having brought together high quality visitors from major international companies including acclaimed retail and motor brands. This year's event attracted an audience of 2300 unique visitors from some of Europe's biggest organisations including Mercedes Benz, Tesco Stores, Metro Group and Deutsche Bank. Day one featured a fantastic series of seminars, culminating in the annual KIOSK EUROPE networking event. The event also featured the Mobile meets POS conference, cementing the bond between mobile and self-service technology. Next year's event will take place on the 21st and 22nd of May 2014 and is once again set to bring together the leading minds of the self-service industry. There was a significant increase in visitors from creative agencies, media organisations, and integration companies. The event has expanded its international reach, with many visitors now coming from the USA, Russia and the Far East. Along with the traditional core countries of Germany and the UK, there was also a strong representation of visitors from the Netherlands and Poland.

## Customer Empowerment

A major theme of this year's event was Customer Empowerment. It dominated the discussions during the Open Forum and the EU Digital Signage Outlook Panel, showing that the balance of power in the marketplace is shifting from companies to customers with the emergence of Apps, services, smart devices and websites. The first day of the show opened with a series of engaging presentations and original conclusions in the Open Forum, tackling the most pressing issues in the self-service and digital signage industry.

## Open Forum

Moderating this year's presentations, Helge Haarg from Scala, gave an opening talk on Intelligent Signage and how to seamlessly integrate all available channels in digital communication, with special emphasis on the current status of social media and mobile devices. It set the stage for the speeches that followed with Björn Weber, Planet Retail's Research Director and General Manager, taking on retail technology and its compatibility with today's digital mobility. Martin Kurze, Business Development Manager at Provisio, had a look at popular devices such as tablets and focused on their broader and professional usage, stating their potential for initiating a new type of digital signage display and kiosk terminal. Using real-world examples he discussed the new possibilities and advantages of Android devices in digital signage.

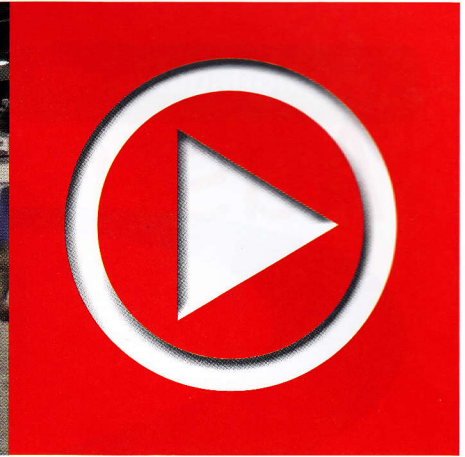
During this year's Open Forum there was a notable unity between talks about self-service and digital signage. Christopher Colshorn, CEO, Netvico, presented a case study about his company's railway project for Deutsche Bahn, showing how combined digital signage and kiosk solutions can enhance customer management systems. The audience was able to gain an insight into the 'PlayEverywhere' software technology developed by Netvico, allowing easy implementation and seamless interplay of the media display systems as well as the brand philosophy manifesting itself in the creativity, functionality and aesthetics of their designs. Graeme Derby, CEO of Media 4 addressed the issue explicitly in relation to the retail expectations of a modern, connected shopper. He stressed the importance of bridging the gap between online and in-store services and converting them into more personalised ones in retail outlets, improving the on-line dialogue at the same time. Recognising these opportunities plays a key role in the deployment of in-store digital technology, especially in times when store profitability is under pressure and achieving a rapid return on investment and proven results has become more critical than ever. Individual requirements were also present in the presentation given by Ralf Kluth, NCR's Business Solution Specialist. His speech provided a basis for developing a customised kiosk solution, focused on technological aspects and highlighting the modular approach of building a customised kiosk. High reliability and low maintenance costs in kiosk design were presented as key objectives by Dr. Ingo Rückert, Managing Director of Wilhelm Dreusicke. A whole range of factors were taken into consideration in his talk on rubber rollers, including the advantages and disadvantages of various materials used for particular kiosk applications, as well as environmental variables such as installations in different climate zones, serving as a knowledge base for kiosk development engineers and kiosk sales people.

## Success

The concept of this year's Open Forum was well received, combining technical and creative aspects of the self-service and digital signage industry. All presentations were in tune with modern communications centered on interaction and mobility and the speakers brought their technological advances to a comfortable and understandable scale for a broader audience. Bert Ohnemüller, Pos expert and the CEO of neuromerchandisinggroup, gave an engaging talk on the driving force of emotions in the formation of purchasing decisions and their relevance to retailing. A series of compelling images and ad campaigns illustrated his talk, demonstrating how neuroscience can empower and inspire today's marketing strategies.







### Polish Contingent

This year's Open Forum welcomed a notable group of speakers from Poland. Olga Siara, PR Manager, Lemon & Orange, delivered a presentation on cutting-edge technologies used in modern, interactive marketing. She focused on the use of gesture control and motion control technologies and also covered how to combine them with Augmented Reality in engaging and effective ways. She featured several interactive campaigns for high-caliber clients across Poland including Nokia, Coca – Cola and Leroy Merlin. Wojciech Grendzi ski, Executive Vice President of Internet Media Services SA, presented his company's influential audio and aroma-marketing strategies at the Point of Sale. Based on their current projects and deployments in shopping malls across Poland, he stressed the impact of ambient scents on consumers in marketing communication and also the great potential of tailored sensory branding in commercial settings. Krzysztof Nowacki, International Business Development Manager from Aduma, shared his expertise in motion-reacting, kinetic, touch and augmented reality solutions through examples of how they have transformed the landscape of modern Polish shopping centres. Radosław Zdunek, CEO of Toucan Systems, presented 'Outdoor Advertising Statistics Automated' (OASA), which is designed to lead the way for intelligent object recognition video systems.

Toucan Systems was also one of the exhibitors this year, proving that a young, innovative company with originally developed technology can break into the industry and be successful among well established industry players.

Radosław Zdunek commented: "This has been our second tradeshow since the development of our new technology, but with comparison to CeBIT, the quality of visitors at this event was very impressive. They knew

exactly what they were looking for and the conversations we had were very substantial. We have managed to gain some interesting leads and we anticipate converting them into new projects".

### Outlook Panel

The EU Digital Signage Outlook Panel was scheduled for the second day of the show, and once again it was organized in partnership with the Platt Retail Institute. Steven Platt, Director and Research Fellow of the Institute, opened the session with his keynote speech on changes in consumer purchase behaviour due to the advancements in digital technology. Audience could learn about best practices in Omni-Channel marketing and how channels are integrated to create a unified customer view. The Outlook Panel followed his presentation and Europe's industry leading experts: Denis Gaumondie, the CEO of Digital Media Village and Editor of the Ooh-tv, Alex Pivovarov, the Division Head of the Digital Signage Solutions at Auvix and Ernesto Ettore Troiano, the Director of Atiek & Board Member at the Association of Digital Signage Operators in Italy, just to name only few, were debating on the future of digital signage usage in retail facing new challenges imposed by the customers access to mobile technologies and applications. During this lively exchange, participants were offered an insider's perspective and a chance to interact and present their own take on the emerging trends.

There were also individual sessions led by Wolfgang Beinbauer, the Head of Research at Fraunhofer IAO on client interaction and Jens Schindler on E-Kiosk- & Digital Signage Networking. These presentations tied together ideas that offered the audience a broader understanding of the transformative power of mobile technology and how it can be integration into self-service and digital signage.

