

PRESS RELEASE

Digital screens from Germany encourage shopping in Luxembourg – Shopping centre has Macnetix digital signage system

Berlin, 16th April 2009 – According to a POPAI study by the association of the same name (Point of Purchase Advertising International), the majority of all purchasing decisions are made at the point of purchase. Accordingly, advertising at the point of sale (POS) has a great influence on the consumer. The Massen Shopping Center in the Luxembourgian town of Wemperhardt has made use of this fact and is making targeted use of digital screens at the POS. They are controlled by the digital signage system of the Berlin software company Macnetix.

“Using editIT/playIT, the program from Macnetix, we can be very flexible and can play our current offers on the monitors,” explained Katja Paulis, Advertising Manager at Massen S.A. Each week, there are about 30 items on special offer in the supermarket, which are advertised internally on monitors at the in-store bakery and at the butcher’s counter. Here 2x2 large screen matrices present the products, in both written and spoken form, that are currently available at a good price. “In this way, we can make any possible waiting times at the fresh-food counter more pleasant for the customer,” said Katja Paulis. An additional large matrix, consisting of a total of nine (3x3) 40” screens, provides information on the daily menus in the seven gallery restaurants, or on special offers being held in the mall. A corporate video is also played on the monitors.

Together with a colleague, Katja Paulis enters the data that is to appear later on the screens. You don’t need to be a computer expert to do this. “We have standard PC skills and get on wonderfully with the Macnetix system,” said the Advertising Manager. It is easy to operate and runs without any problems. Changes can be made spontaneously through the central control.

As the 10,000 m² shopping gallery in Luxemburg is so impressed by the Berlin digital signage system, the supermarket system has been expanded to include a further screen in the redesigned children’s corner. This will mainly show cartoons to entertain the smaller guests.

Since 2000, Macnetix has been developing intelligent software solutions and, in addition to its location in Berlin, has a second site in Minsk in Belarus. editIT/playIT, a user-friendly software product for controlling digital information and advertising systems used in hotels and restaurants, for example, has particularly proven its worth. IPTV, a new Macnetix product, has also found customers in the hotel industry. It is a digital, multimedia television, controlled centrally through the computer network and the existing television cabling system.

More information is available from Macnetix, Huttenstr. 31, D-10553 Berlin; Carla Marconi, mobile: 0163-6130-608; E-mail: presse@macnetix.de; Tel. +49 30 34 34 678-12; Fax.+49 30 34 34 678-99

This press release is also available as a download from www.macnetix.de

More information on the supermarket can be found at www.massen.lu.