

Media Markt

Media Markt is one of Europe's largest consumer electronics retailers, with over 700 Stores in 14 countries. They boast a suite of electronics within their stores comprising of everything from tablets and smartphones to action cameras, game consoles and more.

SITUATION

Media Markt required a tablet display solution that worked well for multiple applications. The tablet display needed to offer versatility for use as digital signage, a self-service kiosk or POS system.



INVUE SOLUTION

Media Markt installed the CT100 in several countries for a variety of applications. They chose InVue because of the CT100's versatility and high-end aesthetic. They were also very pleased that the CT100 worked with the IR Ecosystem, which they currently use with other InVue products.

- In Spain, the CT100 works as a customer loyalty registration kiosk. Customers can easily and quickly register for the loyalty program via the tablet. The CT100 allows Media Markt to register more customers for the loyalty program without the need of store staff assistance.
- In Germany, the CT100 is used at the electronic payment counter within Metro Cash & Carry and provides quick and convenient customer service, while decreasing transaction time.
- In the Netherlands, the CT100 is used as a digital display in the Shop in Shop area's like Ziggo and Sonos. Customers can use the self-service kiosk to browse product information with ease.

