



OK Shop Point **Instore communication channel**

Client	OK Shop Point
Branche	Fuelstation restaurants
Target group	Consumers

Product realization: Concepts, Creations, System Services

Concepts

Content is divided in commercial (advertisement, pricelist etc.) and non-commercial (traffic information). Content flows are divided into the three segments: outside, inside the shop and at the bakery.

Creations

NarComm created templates which are used to update prices shown on the screens (both gas and sandwiches). Also RSS-feed based traffic information is shown on the 42" LCD screens as well as on the LED-screen.

System Services

Inside the shop there are 3x 42" LCD-screens mounted in a triangle and 4x 38" LCD wide screens. Outside the LED-screen cannot be missed. All systems are network based, thus showing up to date content. NarComm also provides a extensive service package, containing an introduction course to the content management system, 24/7 helpdesk and technical support.

Benefits

The narrowcasting solution for Shoppoint offers the unique opportunity to communicate directly with its more than 35.000 visitors per week, thus increasing sales. Also the NarComm solution gives them the opportunity to easily send content to various screen types.

