

Peerless-AV® and Scala Team Up at MAPIC 2019

Showcasing in-store innovations for the retail market on Stand P-1.G69, 13-15 November, Palais des Festivals, Cannes

Watford, UK, 12 November 2019 – AV technology pioneer Peerless-AV® today announced it will be exhibiting with digital signage software provider Scala at MAPIC, the international retail property market event, 13-15 November, stand P-1.G69, Palais des Festivals in Cannes, France. Both companies will demonstrate their latest digital signage innovations for the French and European retail markets.

Scala will be enticing visitors to the stand with its Lift & Learn retail solution. When shoppers lift a product equipped with RFID tags, a display instantly updates with a description on the product enabling them to learn more, compare features and price points. Retailers can then gather this data to gain insights into customer preferences and behaviours. The Lift & Learn solution is fully customisable according to hardware, user experience and design requirements

Alongside, Peerless-AV will show the KIPC2555-EUK Indoor Floor Standing Portrait Kiosk featuring a 55" Philips display and Scala multimedia player. Fully customisable, the curved portrait kiosk is designed for indoor self-service, advertising and wayfinding applications in retail, QSR, business, transportation, hospitality, and more. Supporting the latest ultra-thin displays and 40- to 55-inch touchscreens measuring less than 101 mm (4 inches) deep, it also features universal height/depth adjustment for alignment of the flush display. Its silent cooling fans dissipate heat from the display and components to maintain an optimal internal temperature. UL 1667 Dynamic Tip Test Approved, the kiosk is equipped with a high-performance and durable powder coating.

The kiosk is available in gloss black or silver finish (S) as standard with a high-performance, durable powder coat finish. However, support for a wide range of custom options is also provided, including multiple RAL colour finishes, vinyl logos, and wraps to match brand guidelines or blend with the aesthetics of the location.

"It's great to be part of MAPIC for the first time, and by partnering with Scala and Philips we are able to show a complete digital signage solution for the retail market. Our indoor kiosk is ideal for retail spaces where audience engagement is crucial. From self-checkout to endless aisle and digital

signage, retailers can utilise our kiosks to personalise and enhance the consumer experience in-store, while bridging the gap between brick and mortar and e-commerce stores,” explains Melinda Von Horvath, Vice President of Sales and Marketing - EMEA, Peerless-AV.

For more information on the full range of Peerless-AV mounts and solutions visit www.peerless-av.com

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About Peerless-AV

Driving Technology Through Innovation

For over 75 years, passion and innovation continues to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, ranging from outdoor displays to complete kiosk solutions, digital signage mounts to wireless systems. Whether a full-scale global deployment or custom project, Peerless-AV develops meaningful relationships and delivers world class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit www.peerless-av.com.



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