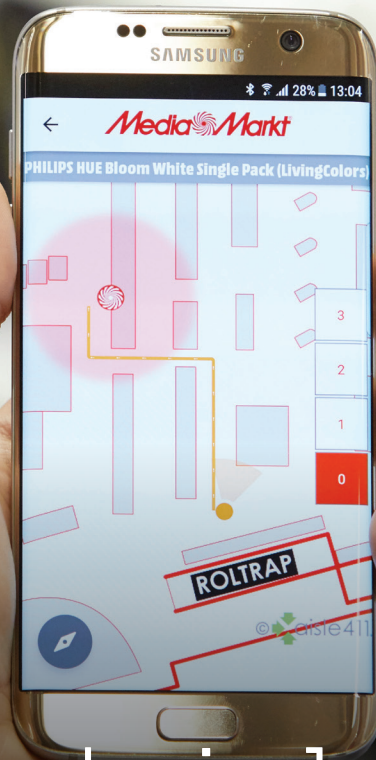


**interact** Retail



## Bridging the physical and digital store experience

**MediaMarktSaturn uses Interact Retail to offer shoppers real-time location-based promotions in the store, with privacy guaranteed.**

**“We were immediately interested in Interact Retail LED-based indoor positioning due to its accuracy and its easy maintenance.”**

Martin Wild, Chief Digital Officer, MediaMarktSaturn Retail Group

### Customer challenge

Online shopping is an unstoppable phenomenon in today's retail landscape. It is fast, convenient, and offers people the comfort of browsing in a personalized environment from any location, anytime.

MediaMarktSaturn, Europe's leading consumer electronics retailer, has actively responded to this trend by bridging the online and offline shopping experience by integrating its existing StoreGuide app with Interact Retail indoor navigation software.

### Solution

MediaMarkt was looking for a technology partner with which to collaborate on its in-store shopper experience. According to Martin Wild, Chief Digital Officer for MediaMarkt, “We were immediately interested in the Interact Retail LED-based indoor navigation software due to its accuracy and its easy maintenance.”

The flexible Maxos Fusion LED lighting system guarantees an excellent light quality, is 50% more energy-efficient than fluorescent or CDM lighting, and has integrated indoor navigation technology out of the box. Maxos Fusion also reduces the installation and maintenance costs and provides the freedom to place spots anywhere on the light line.

## Interact – The power of location-based marketing

Using patented visible light communication (VLC) technology embedded in each LED luminaire, a unique identification code is detected by the shopper's smartphone via the smartphone camera, which can determine the device's location with hyper accuracy.

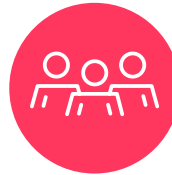
Customers must opt in to the service by downloading the MediaMarkt store app, then when in the store, the customers receive real-time, location-related information about specific products and attractive offers via the regular StoreGuide app.



### Ease of shopping

Customers will be directed to within 30 centimeters of products through the Interact Retail indoor navigation software. Searching for items

becomes a thing of the past. And privacy is guaranteed as no personal data is collected by the lighting system or Interact Retail software.



### Better management

The advantages of Interact Retail for MediaMarkt's management are plentiful, including an increase in app usage, brand enhancement, and

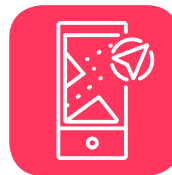
additional spend per basket. MediaMarkt can now capture real-time data to perform analytics on shopper traffic and behavior, optimize operations, and accurately measure the impact of their marketing..



### Future-ready lighting backbone

Flexible Maxos Fusion LED lighting guarantees excellent light quality, consumes 50% less energy than fluorescent or CDM

lighting, and offers integrated indoor navigation technology. Maxos Fusion reduces installation and maintenance costs and provides the freedom to place spots and other fixtures anywhere on the light line.



### Indoor navigation

Using visible light communication (VLC) embedded in high-quality LED luminaires, indoor navigation software enables reliable and hyper-accurate

location-based services via an app. Generate rich data about customer traffic flows, preferences, and habits to improve efficiency, enhance customer experience, and drive staff efficiency.

## Project details

- Up to 50% reduction in lighting-based energy consumption
- First electronics retailer with award-winning Indoor positioning over four levels in a single store

 Find out how Interact can transform your business

[www.interact-lighting.com/retail](http://www.interact-lighting.com/retail)

**interact**

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