

# eyefactive presents interactive signage retail technologies at ISE 2020

The pioneer for large format touchscreen solutions is expanding its portfolio of interactive technologies with a focus on point of sale. At ISE 2020 visitors can try out the latest developments and trends in interactive signage live at eyefactive Hall 8, K390.

- eyefactive presents at the ISE 2020 in Hall 8, K390
- New retail technologies such as object recognition
- Large format multitouch screens, tables, steles & kiosks
- Customizable touchscreen apps from eyefactive's app store



At the point of sale new omni-channel solutions are in demand in order to compete with the growing competition, especially in e-commerce. The aim is to combine offline and online. At the ISE eyefactive presents a new MultiTouch App which enables store operators to present their entire product portfolio virtually on large touchscreens. Among other things, customers can create a wish list, place products in a virtual shopping cart and use various checkout options. From sending the virtual shopping cart by email up to direct or mobile payment, shop operators can map the entire customer experience.

Additional retail technologies such as object recognition, product scanners or real-time analytics optimize the user experience at the Point of Sale and provide more precise data to optimize the product experience for customers on site.

Furthermore, eyefactive shows various touchscreens, tables, steles and kiosk systems in combination with customizable apps from its own app store. At the eyefactive stand customers and partners can

get an optimal impression of the customizing features of various apps. This is made possible by the touchscreen CMS software *AppSuite* developed by eyefactive.

## About eyefactive GmbH

A pioneer in large format touchscreen technology, eyefactive develops interactive digital signage solutions in Hamburg since 2009. Today its portfolio comprises i.a. interactive multitouch displays, tables, steles and kiosks, the world's first specialized B2B app store for professional touchscreens, and further multitouch technologies such as object recognition on displays. Businesses employ eyefactive's systems at point of sale and information, for effective marketing and collaborative teamwork. eyefactive has been awarded multiple times, e.g. "ICT start-up of the year 2012" by the German Federal Ministry of Economics and Technology. Clients are renowned brands like McDonalds, Hyundai, Airbus, 3M, Shell and Olympus.

For further information, please visit: [www.eyefactive.com](http://www.eyefactive.com)