



Your reliable partner for P.O.S. Multimedia and Digital Signage

Permaplay Media Solutions GmbH

Aschmattstraße 8 D-76532 Baden-Baden | Tel. +49 (0) 7221 7022220 | Fax. +49 (0) 7221 7022229 | Email info@permaplay.de

Permaplay POS-TOUCH: the new Touch and Content Manager Software

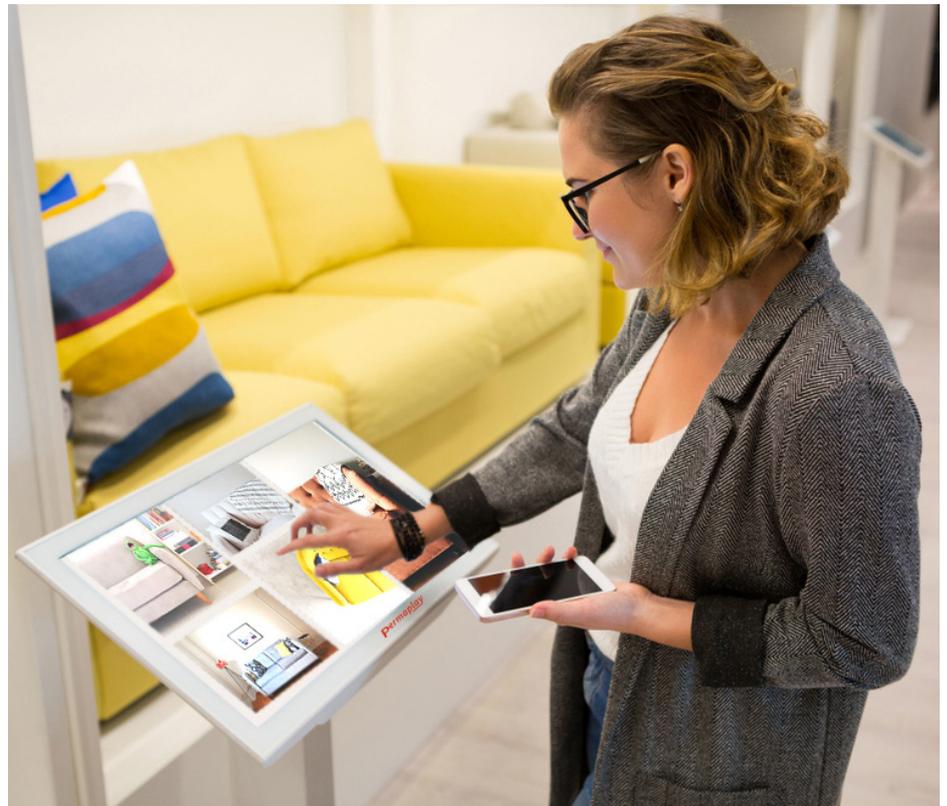
In addition to its wide range of modern touch screens, Permaplay has developed the innovative POS software Permaplay POS-TOUCH, a new Touch Content Management system. Thus, all sales-relevant content can be displayed easily, without requiring any programming knowledge, on the (Android) touch screen for successful use at the POS.

Integrating your comprehensive range of products, without much effort, into the sales-promoting, interactive POS world using touch screens – isn't that what you always wanted? Permaplay has now found a simple yet effective solution, developed for all brand dealers and retail traders looking for an up-to-date digital seller at the POS: Permaplay POS-TOUCH, the easy-to-use content editor for touchscreen media.

"Permaplay POS-TOUCH is a touch content creation tool developed by us for Android systems together with our Asian partner. The app is designed for users without programming knowledge.

Our trading partners can fill up to four levels with content, for example, by importing photos and videos," explains Findaria Sunardi, marketing and sales manager at Permaplay Media Solutions.

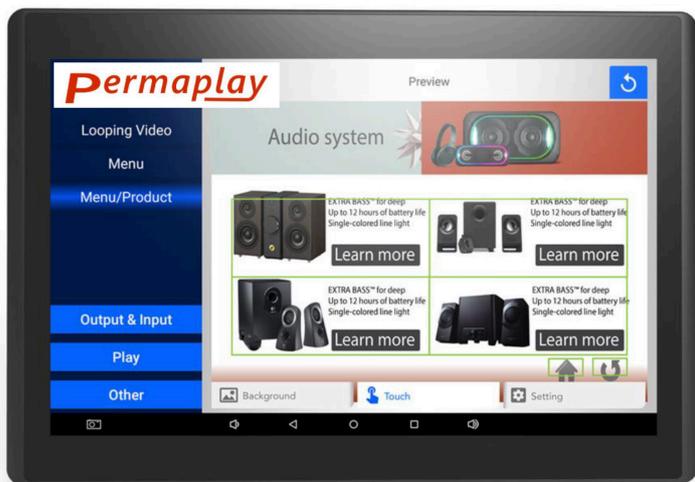
And this is how it works at the POS: The system starts automatically when the power is turned on. To start, you can insert movie clips or images on the screen, that are displayed in a loop. As soon as a customer touches the touch screen, they are led through the menu and they can make their selections or launch other applications and product worlds.



For best sales performance at the POS, Permaplay POS-TOUCH has to be configured before the start, which is quite simple: Design a content plan that determines the order of touch sequences;

insert a background image into the app; select the GRID type (touch area in the layout); choose a preview to show the current layout – and you are ready to start the interactive, cutting-edge sales support at the POS. Now you can present your products to your customers on one screen.

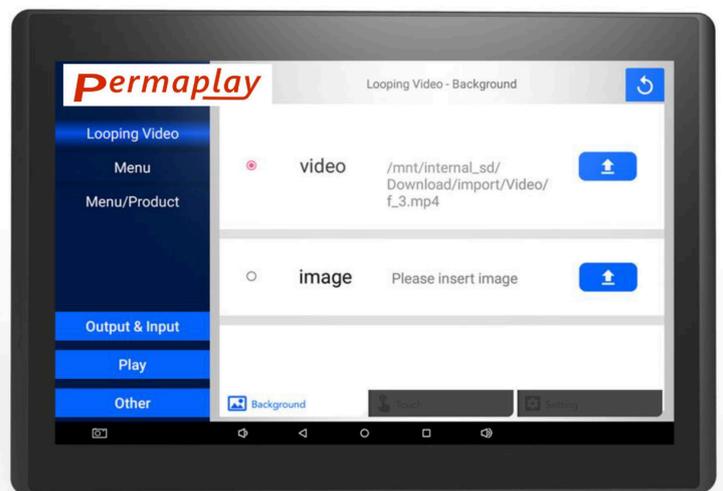
“The new Permaplay POS-TOUCH software is easy to design and does not require any programming skills. You can design your content in a few steps.



Please contact us for more details about Permaplay's POS-TOUCH and our special offer: info@permaplay.de or 07221-702222-4

The advantages of the Permaplay POS-TOUCH software at a glance:

- Simple and easy to design
- You can enter your content in a few steps
- No programming knowledge required
- No Internet connection required at the POS – runs offline
- Step by step interface



An Internet connection at the POS is not needed to operate the system,” says Findaria Sunardi, summing up the special benefits of Permaplay's new product.

