

Permaplay

Selling more
with media
at POS/POI/POE



Permaplay Media Solutions GmbH

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We turn the POS/POI/POE into a sales promotion stage

Medial POS presentations create a unique selling point. This helps you generate high growth rates in the short-term. Getting the customers' attention is important, evoking positive feelings towards your product and your brand, and focusing them on the purchase decision are essential to your business. Because one thing is certain: Almost three-quarters of all purchases will be decided at the POS.

Permaplay Media Solutions helps you make the most of the sales potential at the POS and at the POI. With our international experience in the strategic use of media at the POS, we help you optimize the presentation of your products and services through display screens, and thus stimulate sales.

But what makes Permaplay so special among the many POS media providers? Our decades of experience will result in tangible benefits for you, not only in terms of the design and implementation of POS strategies, but also in technology and service, in efficiency and cost management. In all our consultations and conceptions, we

always see the project through the eyes of our customers, the manufacturers and major retailers across industries including toymakers, do-it-yourself and hardware stores, grocery stores or even automobile accessories suppliers, and from all other industries.

At each step, we ask ourselves: Does this lead to our customer's success? Can we be more efficient? Which additional benefits can we generate for our customers? This approach has helped us gain and secure our business partners' trust for many years.

What can we do for you?
Please contact us!



Werner Vogt
Managing Director
Permaplay Media Solutions GmbH

The Permaplay Salesflow

You plan to sell your products or services at the POS? You would like to inform your customers at the POI – for example, visitors of a museum – efficiently and competently?

Whichever way you want to get in touch with your customers: The Permaplay Salesflow helps you reach your goals quickly, efficiently and with surprisingly little effort.



First and foremost in Permaplay's Salesflow is our free advice: What products are we talking about? Where are these products to be sold? Are further supporting communication activities planned, such as TV commercials or online advertising?

Based on this information we will create an individual marketing plan for the use of media at the POS – tailored to your individual needs. This includes proposals for the optimal POS media with our latest innovations and technologies that have been developed by us and are produced exclusively for us in Asia.

The next step is the concrete implementation of the POS media action: With our proven logistics we supply the POS media to your trading partners and prepare the equipment all ready for sales performance. Of course, you will receive a comprehensive warranty to ensure that everything works as planned. And at the end of the action, we pick up the devices at the POS again.

For you, the Permaplay Salesflow means: No need for your own personnel or your own logistics. The proceeds of any action are all yours: More presence, more visibility, more sales.

PRODUCTS

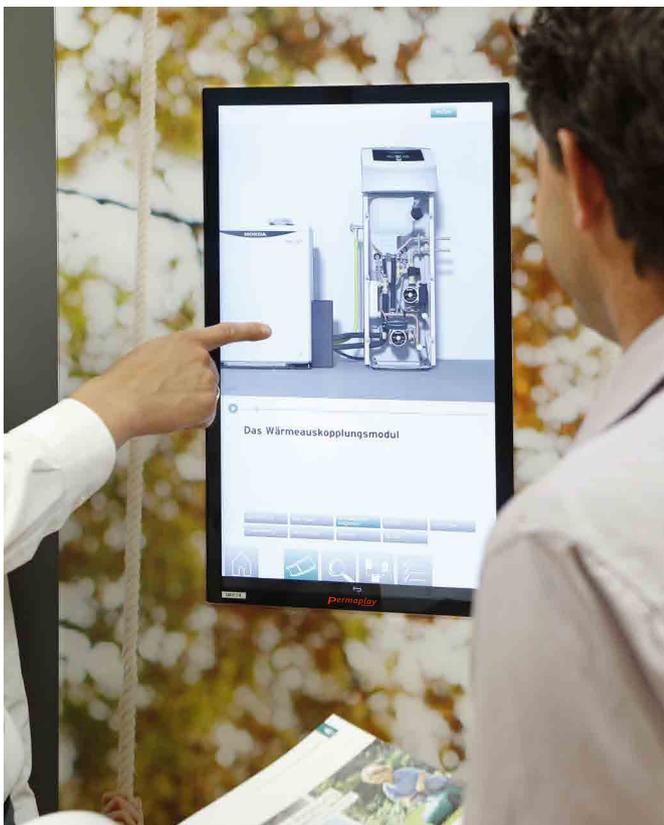
Permaplay products

Developed in-house and proven innumerable times

The Permaplay products offer significant benefits for use at the POS/POI/POE:

- ✓ in-house development and long-term production partners
- ✓ technology proven in the POS field
- ✓ powerful innovations
- ✓ individual configurability

The new generation of **high-performance touch screen monitors** helps to create a sales-promoting world of events at the POS. The new full HD monitors can be configured to the customer's needs. In addition, Permaplay provides full service, including uploading of content, configuration, logistics and maintenance.

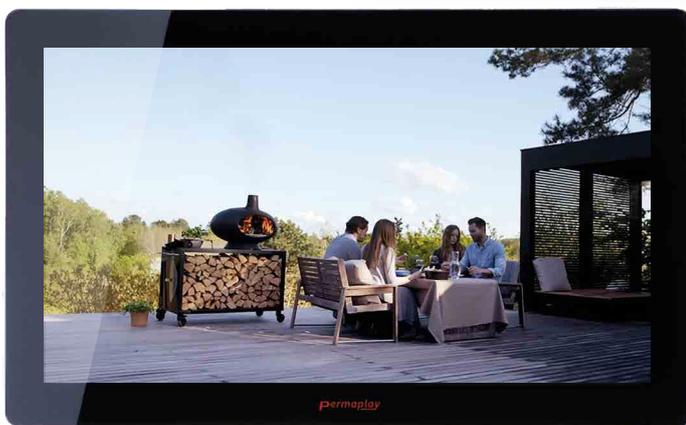


The interactive **barcodes devices** are controlled by multi-directional barcode readers. The great advantage of the barcode solution: The customer gets information only on products that are actually on the shelf because he or she can activate the desired information only via the barcode on the product. Moreover, as the customer already holds the product in hand to activate the barcode, it is obviously only a small step to put the goods in the shopping cart. Another positive effect of the barcode solution: Possible returns to the manufacturer/supplier can be considerably reduced and this will also cut costs.

PRODUCTS



The world's leading operating system for mobile devices, Android, now supports the simple and individual control of **Digital Signage systems** at the POS without any problems. The central control can respond immediately to different factors such as time of day, bargains and seasonal needs. Permaplay has developed an easy to use management software to update the content which is provided to customers along with the screens.



In the competitive field of POS, the proven Permaplay **linear devices** are still leading the field in terms of sales and number of units. And for good reason: Best image quality through full HD technology, a sensor turning on the sound, or the option to select video clips from playlists are among the benefits that ensure permanent sales success at the POS. Because these devices excel through their proven continuous performance, they are particularly attractive for our partners in the branded products and retail industry.



SERVICES

The Permaplay Services

Experiences in POS Marketing

Individual Consultation



We will help and advise you personally and individually to realise your specifications and ideas for the multimedia use at the POS / POI / POE. Thus, the concept fits your business, your products and your services.

Buy & Rent

Permaplay has the knowledge and the equipment for your success. We will gladly provide for you a specials along to your needs customized purchase, rental, services.



Top Guarantees



Warranty services and repair services are among our major field of work. Our reliable guarantee and the experienced technician will assist you in the best possible in order to achieve success.

SHOWROOM



Come and see us in Baden-Baden

Permaplay Media Solutions GmbH is one of the leading companies for the development, production and distribution of media for use at the POS. The internationally experienced company is a strong advocate of synergetic action and the sales-promoting coordination of various advertising platforms.



Video box & video broschüre



Ultra wide LCD screens



Shelf bracket and floorstand



Shelf product advertising



Digital customer stopper



Meeting room system

COMMUNICATION

Regular publications in the magazines and in the Permaplay Newsletters ensure you of the useful current information for your daily work.

Subscribe the Newsletters Permaplay unless you don't have yet got it. Please give us short message to info@permaplay.de.



PERSON IN CHARGE



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Please contact us to get a free and non-binding offer on the sales-promoting use of media at the POS/POI/POE.

CONTACT

The ground floor of this modern commercial building in Baden-Baden is the headquarter of the Permaplay Media Solutions GmbH company with warehouse, technical, service and sales.

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