



HIGHLIGHTS

Location

Saskatchewan, Canada

Industry

Retail

Application

Customer Service



RETAIL STORE ATMOSPHERE ENERGIZED BY PLANAR TOUCH SCREENS

Imagine customers flocking to your wireless services store not just because you sell great products, but because the store experience is so compelling. SaskTel – the leading communications provider in Saskatchewan, Canada – is in that enviable position as a result of its decision to put Planar touchscreen displays running XQ Interactive Retail software in its three newly-designed retail stores.

“Planar’s sleek design and hands-on technology give our stores a cool, hip feeling that really generates interest and promotes sales,” says SaskTel marketing manager, Joel Ganong .

SaskTel deployed the Planar Multi-Touch Widescreen displays (Model PT2285W) in the three new stores in April 2011, and has plans for similar roll-outs in all of its other Saskatchewan stores. The displays run XQ Interactive Retail, a new software platform from iQmetrix, specifically designed for dynamic visual displays such as the Multi-Touch Widescreen. “This software-hardware combination is a perfect customer-facing solution,” says Ganong. “It attracts and engages customers and really energizes the in-store atmosphere.”

“This is the perfect customer-facing solution in the way that it generates interest and promotes sales.” – Joel Ganong, Sasktel Marketing Manager

Cris Derr, director of product marketing for Planar, says the Multi-Touch Widescreen works well in the wireless retail space – and other retail environments too – because it uses the same touch technology as many smart devices on the market today.

"The display provides such a familiar experience that customers are just drawn to it and are completely comfortable using it to explore the many products and services SaskTel offers."

Specifically designed for demanding point-of-sale, point-of-purchase environments, the Multi-Touch Widescreen has a durable bonded glass surface. It is a sleek, zero-bezel display with 270 cd/m² brightness and 1000:1 contrast ratio. Utilizing projected capacitive technology, the display has no drift, requires no re-calibration and has a proven performance and dependability record.

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