

Zoomkube Adds ZK100 Mobile Touch Display Kiosk

Written by Roger Douglas
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Zoomkube's newly launched **ZK100 is a sleek stand-alone mobile touch display kiosk** that encourages brands and marketers to engage consumers through interactive experiences-- and capture critical CRM and behavioral data.



Zoomkube units are designed to be moved from location to location based upon the client's events and target audiences.

The new ZK100 includes a 55" touch display screen, a built-in camera for apps that involve image sharing, capabilities for badge scans, and a heater/air conditioning system for outdoor usage. It can be connected via ethernet, Wi-Fi, or cellular allowing a brand's potential consumers the ability to post (pre-set) messages to Facebook and Twitter about the experience for which they are engaging.

The new ZK100 is a **"turn-key plug and play"** solution that enables companies to integrate their brand creative into Zoomkube's templates.

The technology's scalable and flexible CMS-based network enhances brand campaigns by

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allowing consumers to interact while the platform provides the brand with real-time feedback regarding user activities and contact information. Zoomkube's reports consist of statistical behavioral insights, consumer sign-ups, social media activity, cross-display activity comparisons, and campaign performance for individual markets and across markets.

Zoomkubes can be used in and outside stores, in and around convention sites, at stadiums, inside hotels and restaurants, and inside hospitals and medical buildings.

Based in USA, Zoomkube looks to bring products to market that make customer engagement easily accessible for brands, especially those who have meetings, conventions, product launches, or other brand events.

Says Zoomkube VP Christian Mouritzen, "...With the strong increase in smart phones and tablets, consumers are used to interacting with brands through touch experiences, but the cost of custom large display apps limits these types of engagements. With Zoomkube, brands now have a cost-efficient alternative to engage consumers through interactive brand experiences."

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