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An interactive column used in the shop-in-shop solution **Bosch Experience Zone** is being launched across Europe in DIY superstores in Germany, Belgium, France, Norway and Austria.

The interactive column is controlled via the **kompas digital signage software solution** from **di medis**
(who is also responsible for the design of the terminals).

In the role as general contractor for the project and working with local partners, Dimedis is setting up Bosch Experience Zone at locations in Turkey.

By the end of 2016 more than 50 locations will have implemented the innovative shop concept, and another 100 will follow. The interactive column of the Bosch Experience Zone also convinced the jury of the viscom Digital Signage Best Practice Awards 2015, winning the first prize in the category "Retail Signage".

The Bosch Experience Zone is an innovative shop-in-shop project for DIY superstores. Its main objective is to create a brand island in which the customers receive information and inspiration and are able to try out products in a practice-oriented environment.

The Bosch Experience Zone adopts a holistic approach and integrates interactive digital signage into modern shopfitting. As an eye-catcher in the Experience Zone, the terminal boosts customer loyalty and encourages customers to make purchases and interact using a touchscreen. Besides providing value-added in the form of information, the terminal also moves the Bosch products to the forefront of the customers' interest.

With 23 languages available, the user interface can be used flexibly around the world, the information gathered can be printed out and taken away, and information can be transmitted to a smartphone using the QR code. Besides having a sophisticated search function, it can also be used to create favorites lists and to scan products directly at the information terminal.

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