

PRESS RELEASE

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Benelux POP Awards: gold for interactive phone table

At the Benelux POP Awards on November 24 three projects that Quince participated in have been awarded: two of those projects won a Golden Peacock, one was awarded with a Silver Peacock. The gold was for KPN Retail with their interactive phone table. This table is the result of a cooperation between KPN Retail, QYN, Duonell and Quince.

The interactive phone table, also known as the mobile phone table, gives customers information about a product in the store when the product is picked up. By using a touch screen the customer can access additional information about the product. The jury praised the table because it decreases the perception of the amount of time customers wait in the store, while it increases the perception of service.

Quince was responsible for the content of the touch screens. The software for the content and the technical realization of the content was also provided by Quince.

The Phone Table was awarded twice. Once in the category "Digital Instore Media" and once in the category "Best Instore Communication Equipment in the Benelux in 2009".

There was a silver award for the Giant Samsung Ultra Touch / JET, an entry of Tchai International. Quince has provided content for the displays of these mega Samsung devices, which in many shops catch the eye of passing shoppers.

Quince wants to thank KPN Retail, QYN, Duonell Tchai International for the excellent and successful collaboration.

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

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