

PRESS RELEASE

Date : March 1, 2010
Sender : Quince

Quince starts roll out Samsung Experience Centres

In the MyCom stores in The Hague and Utrecht and in Alternate in Ridderkerk the first Samsung Experience Centres have been delivered. In these centres, customers can experience products of Samsung hands-on in a unique way by actually using them.

Using touch screens, customers can easily obtain product information about the devices in the Experience Centres: printers, monitors, notebooks, photo frames and projectors. There are also touch screens that allow customers to make a picture of themselves. They can print it immediately, if desired on a fictitious newspaper page. They can also e-mail the pictures directly as postcards.

Overall project management and production coordination were done by Cheil Communications. The displays were built by Tchai International. Implementation of the technology, particularly software and content, was done by Quince.

The Samsung Experience Centres are rolled out in three stores as a pilot project. In the course of 2010 the rest of the MyCom stores will follow.

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.

Contact : Ben Steenstra
Phone : +31(0)20 34 71 000
E-mail : ben@quince.nl
Website : <http://www.quince.nl>