

Pyramid Computer to exhibit latest kiosks for in-store commerce, virtual store enlargement and the most innovative solution for fitting rooms at Paris Retail Week 2018

Freiburg, Germany (14th August 2018) – [Pyramid Computer GmbH](#), the international kiosk market leader for Retail & Hospitality, will showcase their latest polytouch® range of interactive kiosk solutions for the retail sector at the Retail Week 2018, stand E116, which takes place from 10th & 12th of September at Paris Expo, Port de Versailles.

The most elegant appearance for your virtual store enlargement

The stand-alone-terminal, [polytouch® 32 curve](#), has a space saving, elegant and ergonomic design for a comfortable operation. Despite to its small footprint, the pedestal provides a secure and stable platform to present content optimally even in the case of limited floor space. The cable duct runs through the stele hiding any cables for power and data. Its 32" Full HD touch screen in portrait mode is based on the PCAP technology with up to 10 simultaneously detected touch points. Pyramids' PC-Box with its snap-in technology is - invisible and protected by a flap – fixed behind the display. Thanks to Intel® Core™ i3-i7 processors and almost freely configurable hardware, it offers incredible performance. The PC-Box communicates with the touch screen via a single connector and supplies the screen with power.

The special features are the various peripheral modules, such as USB port, camera, built-in microphone, 2D barcode-scanner or NFC reader, which can be placed in the display's frame. An additional thermal printer as well as a scanner can be also installed directly under the display.

To make the kiosk visually unique, the frame can be covered with a wood panelling and/or the inlays of the pedestal can be equipped with LEDs.



The smart solution for fitting rooms

The unique all-in-one [interactive mirror](#) will offer the customers an unprecedented shopping experience. The mirror impresses with its flat (only 65 mm) and elegant design. Beneath the semi-transparent surface is the heart of the mirror, the interactive 32" PCAP touchscreen with an integrated PC-Box. This is available with Intel® Core i5/i7.

The amazing mirror is ready to mount and an optional scanner is also possible. By using the mirror in changing rooms, customers can browse the assortment on the interactive display with simple touch movements. If a garment does not fit, the availability can be checked for size, colour or style.

As an additional feature, the customer has the possibility to call help by pressing a "Help-Button". The seller receives a push notification on his mobile device and knows where his support is needed.



The browse and order kiosk for in-store commerce

[polytouch® 32 classic](#) is an easily expandable all-in-one kiosk for in-store commerce with a 32" multitouch Full HD screen. Thanks to the patent-pending Quick Mounting System (QMS) the installed hardware peripherals can be easily replaced. Depending on customers' needs a 80x80 mm thermal printer, a 2D barcode scanner, a magnetic card reader, an EFT payment device, RFID/NFC reader or loudspeaker can be installed on the left and right side. A programmable LED user guidance system can be integrated as an option to support the user as well. A customizable LED lettering on the side panels in makes this kiosk unique.

These 32-inch kiosk systems give customers access to a greater array of products at the touch of a finger. The multichannel solution is the ideal platform for interactive applications that offers an innovative and interactive customer experience.



“The Paris Retail Week provides Pyramid with the ideal opportunity to present our latest retail solutions to the French market,” commented Patrick Hagemeister, Pyramid’s International Account Director. “The biggest challenge is to provide technology which improves the customer experience, which usually means self-service. Our high performance and attractive kiosks make this easier and encourage usage.”

Further information:

www.pyramid-computer.com/polytouch

About Pyramid

Pyramid is a 30 year old, mid-sized systems manufacturer with factories in Germany and Taiwan and a sales office in the UK.

In opposite to most kiosk manufacturers, Pyramid builds its own PC technology and touch screens. This high level of component manufacturing enables us to create very slim and elegant highly integrated designs, still remaining extremely flexible and easy to maintain. Our screen focus sizes are 24" and 32" and the Pyramid “polytouch®” named kiosk designs are successful in Europe in retail, hospitality and QSRs.

Standard and custom Pyramid polytouch® kiosk solutions are sold via OEM or sales partners, as a bespoke work. Pyramid has been certified to EN ISO 9001 standard since 1997 and is regularly successfully audited by large industrial customers. Pyramid was established in Freiburg in 1985 by managing partners Frieder Hansen and Niko Hensler, who still run the operation.