

PRESS RELEASE

Pyramid to exhibit latest Internet retail innovations at IRX 2016 Intelligent Vending Modules, the polytouch® 32 passport and the polytouch® 55 4K consulting table will be displayed in Birmingham

Freiburg, Germany (21st April 2016) – [Pyramid Computer GmbH](#), a developer and manufacturer of customisable IT solutions in the Retail & Interactive sectors, will exhibit for the second time at Internet Retailing Expo ([IRX](#), Birmingham's NEC, 27th – 28th April), on stand H45.

The German manufacturer will take the opportunity to present its popular internet retailing focused solutions at the show, including the Intelligent Vending Modules, the polytouch® 32 passport and the polytouch® 55 4K consulting table. With these new solutions, Pyramid offers a selection of groundbreaking new Internet retailing solutions for both retailers and brands looking to implement omnichannel and IoT solutions and an improved shopping experience.

Intelligent Vending Modules

Previewed for the first time at London's RBTE expo in March this year, Pyramid's [Intelligent Vending Modules](#) allow for the automatised sale of standard goods in shopping centres, airports and train stations through scalable and customisable lockers. This modular solution offers a bespoke solution for retailers wanting to build their own customisable vending machines or pick-up stations providing 24/7 purchase possibilities.

While the Intelligent Vending Modules will be showcased in a footwear retailer configuration at IRX, this fully automated solution offers a wide range of applications for the distribution of consumer goods, including car rental keys or electronic devices to name a few. The e-commerce and Internet retailing possibilities brought by this product carries tremendous potential for retailers. For the customer, the Intelligent Vending Modules present true shopping flexibility, allowing items to be purchased online and then picked up, including during outside of opening hours. An integrated camera allows for reverse vending, giving brands and outlets ultimate flexibility to customers.

polytouch® 32 passport

Another brand new solution showcased at IRX by Pyramid will be the polytouch® 32 passport, a new kiosk solution for automated ticket sale and pick up applications. The polytouch® 32 passport is ideal for any location where waiting times can be reduced; from fast food restaurants to cinema and transport ticketing, the solution is geared towards speeding up order processing and streamlining collection.

The solution utilises the most modern Internet retailing technology, harbouring both Near Field

Communication (NFC) and Radio Frequency Identification (RFID) capability to ensure maximum customer utility through smartphones and tablets. Thanks to its adaptable software, the polytouch® 32 passport supports all kinds of payments methods, including Apple Pay.

Another valuable asset to the polytouch® 32 passport is its reduced footprint, minimal installation depth and modular set up – as single wall-mounted or double stand-alone version – offering most flexibility for best use.

polytouch® 55 4K

The polytouch® 55 4K all-in-one multitouch solution offers highest image brilliance in UHD combined with high-end touch technology, making it ideal for a whole manner of applications. The slender and stylish table integration housing of the polytouch® 55 makes it ideal for the retail environment, giving customers the opportunity to experience products in unprecedented detail on screen, and giving another in-store outlet for omnichannel installations.

Pressure sensitivity opens up an entirely new field of application and potential. The polytouch® 55 4K can also be used in other contexts such as in medicine, where doctors benefit from the ultra sharp picture during surgery or patient consultation.

“Our solutions offer genuine added value for the internet retailing industry; whether assisting the customer journey, providing ease of access or saving time and effort, both customers and retailers benefit from these features” comments Nico Brandes, Pyramid’s Area Sales Manager for the UK and North America.

He concludes: “Because Internet retailing is becoming increasingly widespread in the UK, the IRX show is strategically important to us. There has been a great deal of interest in the UK regarding our solutions thus far, and we’re looking forward to educating visitors further about the benefits that polytouch® solutions can have upon the Internet retailing experience.”

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Or visit: www.polytouch.de/en and www.pyramid-computer.com

About Pyramid Computer

For more than 30 years Pyramid Computer GmbH, based in Freiburg, Germany, has specialised in the development and production of customised IT systems for professional use in various industries, with specific focus on hardware solutions, appliances, industrial IT solutions, and an extensive range of tailored services.

Pyramid handles the entire process from development to manufacture, delivery, logistics and support.

Over 100 staff are employed at its headquarters in Freiburg, as well as at its production and logistics centre in Erfurt. A global service network as well as sales offices in the US, the UK, Italy, and France, highlight Pyramid's international outlook. To offer support for polytouch® project planning and implementation, Pyramid has established a partner network of experienced creative agencies, application developers, systems integrators, and service and hardware partners.

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.