

## LEROY MERLIN SELECTS VOOME NETWORKS FOR THE VIDEO COMMUNICATION IN RETAIL STORES



***In Nova Milanese, Milan – Italy, the first retail store with monitor LCDs and interactive screens to “guide” customers***

**Milan (Italy), April 2011** – The solutions of **Voome Networks Srl**, an Italian company leader in the field of new digital technologies with partners as **LG Electronics**, **3M** and **SpinetiX**, have been chosen by **Leroy Merlin Italy** to realize and manage the video communication inside their retail stores. Following the success of the video communication “back-office” in the Italian headquarter of the French group in Assago (Milan – Italy) mainly dedicated to inform employees with special news, meeting room schedules, automatic alarms for IT department, **Voome Networks** has recently started the video communication “front-office” with customers as targets in the store of Nova Milanese (Milan – Italy).

**Voome Networks** installed **LG professional LCD** monitors each one equipped with a **SpinetiX HMP-100** media player to “guide” customers through the point of sale. The displays are installed on ceiling in the store cash area, on wall in the “training area” and in the offices. All players are connected through the company’s local area network to “**Voome 4 Corporate**”, the management software platform developed by **Voome** and installed in the Italian data center of Leroy Merlin. At the main entrance, a screen receives customers with welcome messages, recent promotions and new products. At the exit, in the cash area, monitors show the services of Leroy Merlin, topic difficult to be placed inside the store where available space is used exclusively for products.

A touchscreen monitor 47” diagonal size is placed in the “training area”, a room which is open to the customers, where Leroy Merlin staff periodically run courses about bricolage. Thanks to the software of **Voome Networks** customers can now interact with the screen and enjoy the preferred lesson: selecting a topic (for instance: “electronics”) it is possible to choose among

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several courses, for instance “how to install an alarm system at home”. Lessons are loaded by the staff of Leroy Merlin from their personal computers connected to the company intranet using a normal web browser; **Voome platform** takes care of collecting all the lessons and automatically adds courses on the touchscreens. **Voome Networks** chose the **DST** technology by **3M** for touchscreen monitors because it offers a chemically-strengthened glass, stylus-independent touch solution with fast-accurate-repeatable response and operation unaffected by contaminants, static objects or other touches on the screen.

Monitors in the private areas of the store, where only the staff of Leroy Merlin can enter, show real time sales status for each section of the store with targeted sales level, percentage of success and current sales level.

Only professional grade monitors, ranging from 42” to 47” diagonal size, from **LG Electronics** have been installed for their quality and robustness; each display is controlled through **Voome platform** by **SpinetiX** players in order to be powered on/off and to get diagnostic information in real time.

*“We are proud of being selected by Leroy Merlin for both back-office and front-office video communication projects and we wish our partnership will strengthen – explains **Emanuele Pollastri**, CEO and founder of **Voome Networks Srl** – We are persuaded that the flexibility of our solution best fits in complex organizations. Thanks to our software platforms and **SpinetiX** media players, today it is possible to answer to different needs, such as communicating to customers or employees, using the same technology infrastructure. In few years the global scenario of digital communication is completely changed: internet, mobile, digital signage, “connected TV”, tablet PCs are becoming more and more popular. Retail stores and big organizations are subject to the same change and, in order to hold this new level of complexity, software management systems and dedicated devices are essential to reach a real multi-channel, multimodal and pervasive communication.”*

**Voome 4 Corporate** is a software platform based on **SpinetiX** hardware devices; it enables to manage multimedia content on internet or intranet network from any computer, tablet or mobile running a web browser. It has a number of easy to use and automatic functions. Dedicated to companies and venues open to the public, the management platform developed by **Voome Networks** allows to create a video communication for guests or employees in a semi automatic way, simplifying the task of creating playlists. “Templates” are ready to use inside the system and, with few clicks, it is possible to direct an automatic flow of information to the displays, such as meeting rooms schedule, events, warning messages, sales or stock levels, with the right content assigned to the right screen.

Together with **Voome 4 Corporate** there is **Voome 4 Retail**: a software platform mainly dedicated to the specific needs of video communication in stores and shops, restaurants and bars, gyms and beauty shops. Also **Voome 4 Retail** is based on “templates” such as video/images sequence, advice messages, promotions, news and weather. Just with few clicks

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you can create a complex playlist for an entire network of screens, leaving out complex technical details and focusing only on the communication strategy.

**Voome Networks** is leading the new wave of digital media out-of-home, providing turnkey solutions for products and services of Video Out Of hoME networks for retail, leisure, hospitality and public sector environments. **Voome** is the place of point-of-purchase designers, creative brand makers, innovative advertisers and experienced technicians coming from broadcast television, web and ICT. Through the brand name **AVstore**, **Voome Networks** distributes LCD monitors, projectors, multimedia players, touchscreens for its partners **SpinetiX**, **LG Electronics** and **3M**. **Voome** is based in Brugherio – Milano - Italy.

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