Multi-Channel Retailer Selects 3M's Innovative Multi-touch Chassis Display for Interactive In-store Product Selector

The Application

Technology plays a very large part in today's selling process and retailers worldwide are always seeking cutting-edge technology that could help them increase sales revenue.

A leading multi-channel retailer wanted to incorporate interactive multi-touch kiosks across its broad network of store locations to develop a uniform shopping experience for its multiple sales channels including in-store, online, and mobile. The retailer's multi-channel vision included adding several easy-to-use interactive kiosks per store that would allow customers to virtually shop the retailer's vast product catalogue in stores as easily if they were shopping online from the comfort of their home. The kiosk would seamlessly integrate with the retailer's master database and provide customers with real time product and inventory information, including availability by store and estimated ship dates if the customer decided to purchase online. Additionally, the kiosk would enable customers to complete a transaction through point-of sale (POS) functionality, whether through the store or online. As both the kiosk and online data could be synched in real time, it also offered the retailer the ability to better target promotional activities based on individual store preferences and overall inventory position. This way, the retailer could be more precise in its offerings and drive additional business with the potential to maximize sales per visit and increase revenue per square foot of store space.

The Problem

After evaluating several different single-touch and multi-touch displays in the market, the retailer encountered a number of limitations. Many of the displays were constrained to no more than one or two touch points. This restricted the planned sophisticated application to basic point-and-click functionality. The retailer wanted to make it easy for kiosk shoppers to navigate the extensive product catalogue as well as to fully explore product features through the touch interface. This called for a natural user interface that enabled users to quickly zoom in and zoom out of virtual departments while effortlessly interacting with product images and other multimedia using common multi-touch gestures, such as pan, zoom, and rotate. As such, the retailer needed to find a touch solution that possessed speed and performance that was on par or better with personal multi-touch devices, such as smartphones and tablets, to meet user expectations.

Being in a high-traffic, high-use environment, the retailer needed a robust and durable solution that could withstand the typical rigors of constant use. In addition, the retailer sought a solution that would not wear with use and be able to maintain a prolonged life cycle. The in-store kiosks were to be deployed in many different environments with varying ambient and natural light condtions. This meant the retailer required a touch solution that could operate seamlessly in a variety of lighting environments. Some of the touch displays considered by the retailer included displays that featured optical and infrared technologies that were susceptible to poor performance in well-lit environments.

And finally, there was the issue of the design aesthetic of the display. It was important to the retailer for the multi-touch display to easily integrate into the kiosk fixture. Consumer and desktop displays did not allow for the integration flexibility required for the kiosk solution as the retailer needed an industrial open frame display to accomplish this. The retailer wanted a multi-touch display that would create a sleek consumer electronics-inspired industrial design, much like that of a smartphone or tablet. This type of industrial design would assist the retailer in maintaining the same experience across all of its sales channels (in-store, online, and mobile).

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The Solution

3M offered the 22-inch 3M™ Multi-Touch Display C2254PW (chassis display) as the complete solution for this application due to its purpose-built design to meet the unique demand of the high traffic retail environment. Featuring 3M's Projected Capacitive Technology (3M PCT), the C2254PW display delivers a high-performance multi-touch functionality highlighted by its ability to recognize 20 simultaneous touch points, each at a 6 ms response time. This allowed the retailer to develop an intuitive kiosk application enabling its users to easily and quickly navigate their expansive product catalogue through the touch interface.

For catalogue content that is clear, crisp and engaging, the C2254PW display provides impressive picture quality with high-definition (HD) 1680 x 1050 resolution to produce vibrant, true-to-life graphics, dynamic HD video content, crystal clear images and sharp text. The C2254PW display also features LED backlights which enhance color brilliance and reduce power consumption. The premium LCD enhanced the kiosk experience by delivering exciting interactive content which allowed users to fully explore product images, key features, and other multimedia helping them make informed purchase decisions. Additionally, the C2254PW display operates flawlessly in all types of lighting environments and provided the retailer with additional versatility regarding where and how they utilized the displays. The industrial grade components and chemically-strengthened glass of the C2254PW display provided the retailer with a durable and reliable performance in the demanding high-traffic environment. The combination of its high performance multi-touch functionality, purpose-built design, premium HD, and commercial-grade components made the C2254PW display the perfect choice for the retailer's in-store interactive kiosk.

3M™ Multi-Touch Display C2254PW

The Result

After much consideration, the leading multi-channel retailer selected the 22-inch 3M Multi-Touch Display C2254PW as the ideal solution to be included in its interactive kiosk for the in-store roll out. The tablet-like user interface and vivid picture quality of the C2254PW display enabled the retailer to provide a highly engaging interactive experience and intuitive way to navigate its product catalog. As the key to this multi-channel sales strategy, the interactive kiosk terminals have helped reinforce the retailer's brand messaging and loyalty while helping increase sales per visit. After an initial roll out of these multi-touch kiosks at its flagship stores, the retailer plans to bring additional outlets to all stores in its network.

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