

## Shoppers Make Informed Buying Decisions and Retail Sales Soar with Advantech's HIT-W151 Infotainment Terminal

### Background

A retail operator, selling upscale body and fitness products, faced challenges of how to differentiate their brand in a very competitive shopping mall while shortening the buyer purchase decision process. They wanted to move from traditional poster-based methods to a technology-based solution that provided answers to interactive queries, helped sales clerks, and helped influence buying decisions. Retail pressure was fierce, with all competitors working to make their products draw attention. The operator wanted a display system that was easy to use and maintain; informative; able to track customer usage; and fit into the upscale environment. The system needed to display multimedia product information on demand, assist clerks, and answer questions of potential buyers. The retailer decided to pilot a program from two of its outlets operating in HOLA, a well-known Taiwanese home furniture store.



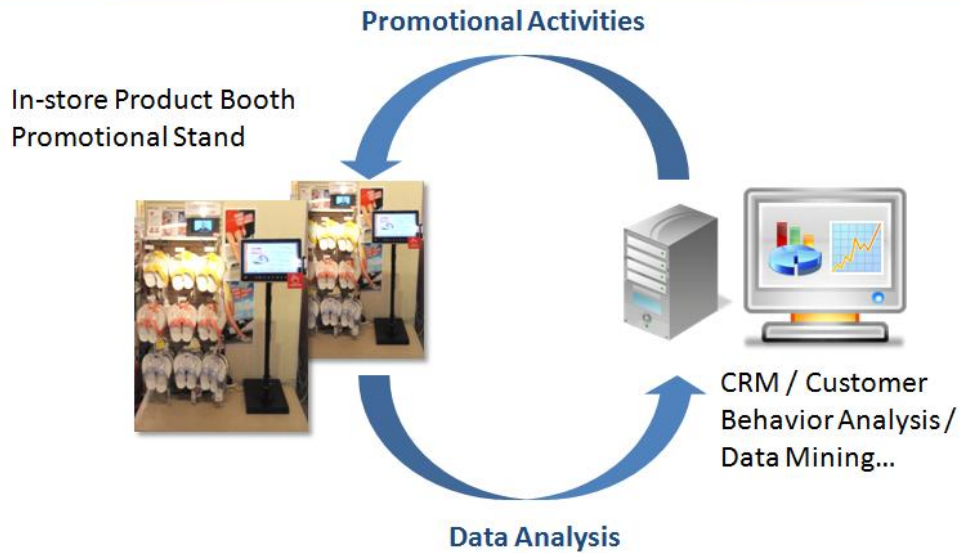
### Solution

Advantech's Intelligent Service (AiS) team assessed the business requirements and selected the HIT-W151, a 15.6" Infotainment Terminal, designed to fill a niche in a variety of vertical market segments. HIT-W151 is an Intel® Atom™ based touchscreen device, with a rich-looking, full flat panel display; it is lightweight and quiet, and can be stand or wall mounted. By adding a webcam, the retailer was able to record customer usage, a metric that helped them measure sales success. The systems were installed in two outlets and displayed vital product information to customer queries, as well as helping clerks educate and influence potential buyers. Customers and clerks alike found the system easy to use; customer surveys reported that 85% of those using the system liked it. More importantly, the retailer realized a 12% increase in sales, and the ability to track the number of customer interactions with the HIT-W151.



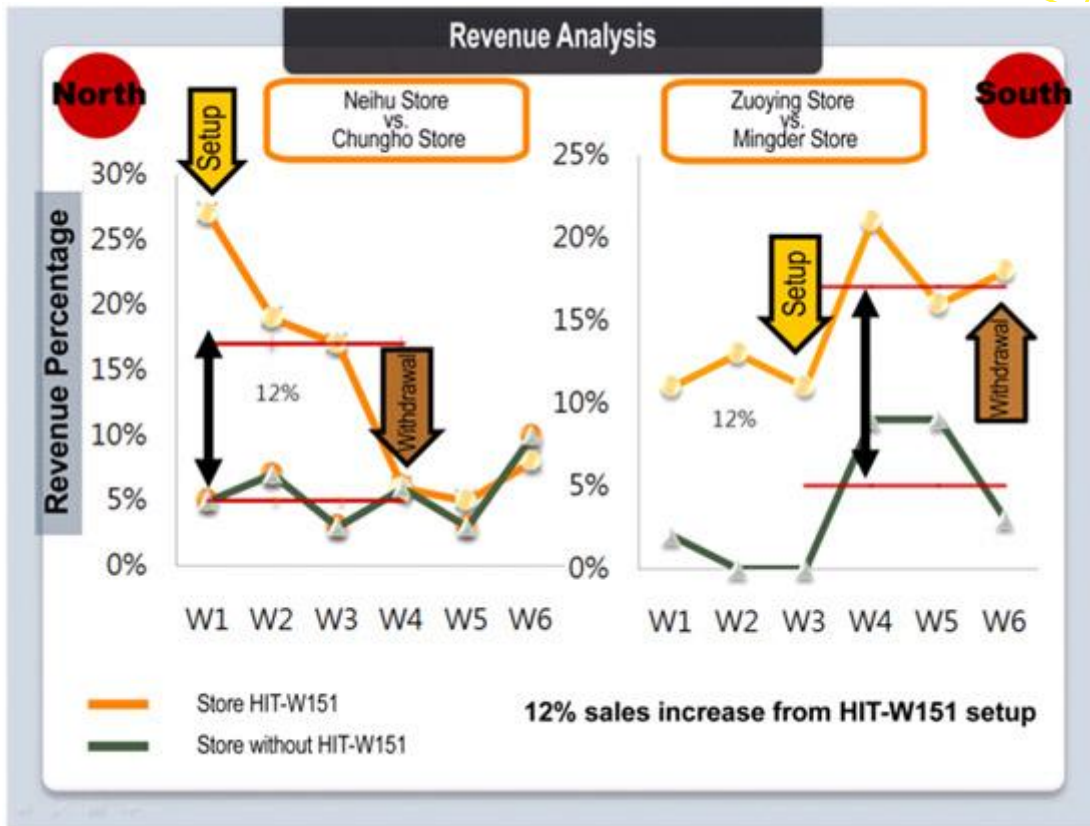
### System

Advantech's HIT-W151 shown installed in an outlet at Taiwan's HOLA Department stores. The free-standing system's attractive display and multimedia content have boosted retail sales.

**Benefits**

The introduction of HIT-W151 has improved the retailer's competitive position. Benefits seen include:

- n Increased sales by 12%
- n Capture of customer usage info
- n Attractive, low-powered, and quiet
- n Good fit in upscale retail mall with all-in-one, full flat panel design
- n Expandable peripheral support available as needs change



The retailer is very happy with the result of the HIT-W151, and the support of Advantech's AiS team. Advantech is continuing its efforts by working to integrate even more peripherals to enhance functionality that help in sales generation. For more information about the HIT-W151, AiS services, or other Advantech products and services, please visit [www.advantech.eu](http://www.advantech.eu) or contact our local sales office.