

## HoloPro™ Digital Instore Merchandising provides „living information“ at POS

COLOGNE. On the occasion of the 11<sup>th</sup> EHI Store Planning & Design Trade Congress in Cologne, G+B pronova GmbH (Bergisch Gladbach) and visualFOOD GmbH (Lucerne/Switzerland) present the next generation of intelligent instore media displays.

The special features of the original HoloPro™ displays have been fascinating shop planners and marketing experts in the trade all over the world since their launch.

G+B pronova GmbH and the leading provider of digital instore merchandising software, visualFOOD GmbH, are opening up new and profitable opportunities at the point of sale by combining HoloPro™ and screenFOOD®. Moving projections on highly transparent screens are controlled by the specially adapted software modules from screenFOOD®. AF Animation Factory and VMR Visual Merchandising Robot bring a new kind of intelligence directly to the POS. The linking and interaction of information from product databanks, ERP systems and cash desks enable the direct, automated and real-time display of product information. This optimises and automates the control of the displays in the display networks. Displays attract attention and transport dynamically generated contents directly to the consumer at the point of sale in the form of "living information".

DIM (Digital Instore Merchandising) is set to be one of the new emerging businesses over the next few years. G+B pronova GmbH sees itself to be well equipped to make a crucial contribution to the development of digital points of information and points of sale with the combination of their HoloPro™ products and the screenFOOD® software modules.

G+B pronova GmbH is concentrating on the continuous development and improvement of the patented HoloPro™ technology. Cooperation with visualFOOD® means that the range of applications of HoloPro™ will be extended.

Martin Kischkoweit-Lopin (CEO G+B pronova GmbH):

"Our core competence is optical technologies. By concentrating HoloPro™ on the one hand and screenFOOD® on the other, we can offer our customers the latest products without losing sight of our core competence."

# Press Release



Attractive, complete-solution packages will be available at the launch of the HoloPro™ and screenFOOD® solutions from October onwards.

G+B pronova GmbH will rely on the competence of Visual Food GmbH in the control of instore media. Visitors to the 11<sup>th</sup> EHI Store Planning & Design Trade Congress in Cologne can convince themselves of the performance of the HoloPro™/ screenFOOD® combination directly on location by means of a practical example (Valora).

About screenFOOD®:

Renowned companies have chosen screenFOOD® on account of the efficient solutions and high standards of quality. Many years of experience and an excellent partner network make screenFOOD® the most sought-after centre of competence for digital communications solutions. These are just some of the references: IBM, BOSCH, Credit Suisse, Valora, Selecta, Burger King and many others.

G+B pronova GmbH is the first - and leading - provider of holographic projection screens. HoloPro™ was the first transparent projection screen in the world and is the leading projection screen both in market and technological terms today.

HoloPro™ is developed and produced by G+B pronova GmbH in Germany. Sales are effected via a worldwide network of dealers.

Bergisch Gladbach, 18.09.2006