

SiteKiosk Shorts – RFID & 3D Hologram

Dutch company Prestop B.V. has implemented a 3D hologram and RFID in its kiosk with current SiteKiosk Online applications. These work with a pick-and-learn system that shows info and animations on the kiosk and on the 3D hologram.

Prestop combined RFID chips and a hologram from the manufacturer HYPERVSN on its 24-inch kiosk display, running SiteKiosk Online.



Prestop has demonstrated the practical application of RFID and 3D hologram features in a retail trade show. By fitting the watches' original packaging with RFID chips synchronized with the corresponding sensors, a simple action triggers the display of a 3D hologram of the watch's name, price, and 3D version and directs users to the webshop page on the kiosk. This innovative feature enhances product visibility and engagement, potentially boosting sales for retail businesses.

The 3D hologram feature acts as a versatile second screen, allowing multiple kinds of product displaying in a single kiosk project.

Prestop's kiosk solution with RFID and the 3D hologram aims to positively influence prospective customers' purchase decisions and attention rates through targeted interactions.

This kiosk application is ideal for use at the POS as a modern sales promotion measure and an eye-catcher.



Partners

Prestop B.V. / HYPERVSN

Facts and Figures

- 3D hologram works as an extended presentation surface
- The action involving physical objects determines which hologram is displayed.
- Increased user interaction through place and learn solutions.
- Sales promotion through interaction, 3D holograms, and product information.

Services provided by SiteKiosk Online

- Implementation of place-and-learn solutions involves deploying multiple external hardware devices.
- Allows a combination of standard kiosk display, 3D hologram, and RFID scanners.
- Central management of different hardware and displays in one kiosk project.



Sitekiosk
protect | manage | show

PROVISIO GmbH
+49 (251) 846924-0
sales-europe@sitekiosk.com