

The industry's best digital signage solution at Clas Ohlson

At an awards' ceremony in London last week, Clas Ohlson, together with SMS, NEC and Smartsign, was recognised for having the best digital signage solution in the industry. The awards' ceremony was organised by the trade organisation Daily DOOH (Digital Out Of Home).

The digital signage, which the jury recognised as the best in the industry, is located in Clas Ohlson's store in Mall of Scandinavia in Solna, Sweden. The solution detects when a customer approaches the Kärcher window cleaner, and then displays an adjusted message. If the customer thereafter picks up one of the Kärcher products from the shelf, an instruction on how to best test the window cleaner shows up on an adjacent glass screen.

"We are constantly working on finding new ways to inspire our customers and digital signage is a very exciting area where we see potential to give our customers additional service and to further enhance the shopping experience. To receive this kind of award acknowledges that we are taking steps in the right direction," says Anna Ingmarsson, head of Market Communication at Clas Ohlson.

The rack on which the screen from NEC is installed comes from SMS (Smart Media Solution). The software controlling the solution comes from Smartsign.

The other finalists in the category 'Best High Street/ Supermarket/ Convenience Store or Forecourt Deployment', which Clas Ohlson won, was grocery chain Key Foods in New York, USA, and AT&T's flagship store in San Francisco, USA.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of over 7.5 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.