



Preview: rt-retail technology 3_2010

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Extra: Mobile in-store communication

- Multimedia advertising at the POP – Opportunities and benefits for the retail trade
- Digital advertising in food retail: Rewe and Dt. Telekom test multimedia network
- Individual customer approach at s.Oliver's (case study)
- Customer acceptance of digital POS media- the latest from VMI's market research

POP_Technology

- EHI research: card-based payments and customer retention
- The example of Globetrotter: checkout and multichannel – an all-in-one system
- Used hardware – an alternative for new investments?

Logistics/SupplyChain_Technology

- Master data management at Baumax/Austria
- Tour planning software at the system supplier Lekkerland
- Optimisation potential of the RFID technology for the textile retail trade

Retail Security

- Video surveillance in retail – components and legal dispositions
- Culprit identification with a better camera positioning in the shop

Retail Intelligence

- Cloud computing – ten theses for IT in retail
- iPhone applications for retail businesses – an overview

Info:

Subject to change

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