



Online Software AG

PRESS RELEASE

EuroCIS 2010: PoS-Application PRESTIGERemote for Apple iPhone – Digital Signage-Management with Multi-Touch-Control-Panel – PRESTIGE 8 and PRESTIGEenterprise 3 now also under Windows 7

Weinheim, 1 February 2010 Online Software AG, Europe's market-leader in multi-media pricing and advertising communication at the PoS, is presenting for the first time PRESTIGERemote, its PoS application for the Apple iPhone at the EuroCIS 2010 (2 to 4 March, Düsseldorf exhibition centre, Hall 14, Stand D78). Thereby making digital signage in retail interactive, the use of this app allows the customer to actively influence the Digital Signage displayed to him/her in the store. Another variation of the application will enable system administrators and retailers in the future to drive display media via their iPhone, and access playlists and input content remotely.

Digital Signage-Management with Multi-Touch-Control-Panel (MTCP)

Furthermore at the EuroCIS 2010, Online Software AG will demonstrate the Multi-Touch-Control-Panel (MTCP) for the Digital Signage-Management of the future: via a multi-touch big screen and using the MTCP, retail chain head offices have a gesture-driven, touch-technology based user interface in XXL format, filling an entire wall, at their disposal. Via the panel, the user can manage pricing and advertising communication with PRESTIGEenterprise and, amongst others, access other applications such as e.g. merchandising management systems and Business-Objects tools.

Windows 7-Upgrade: Ready to go for PRESTIGE 8 and PRESTIGEenterprise 3

At the EuroCIS, Online Software AG is presenting PRESTIGEenterprise 3, its solution for advertising and active in-store marketing at the PoS under Windows 7. New, also to be seen in Düsseldorf: PRESTIGE in release version 8. The number one in the market for pricing and advertising communication can now also be used under Windows 7.

Customised sales approach at the PoS – Print & Digital Signage

Amongst other highlights presented by Online Software AG at the EuroCIS 2010 is the joint solution with Vis-a-pix GmbH, presented in live, to drive gender-specific advertising spots in fashion stores, as well as interactive cross-merchandising solutions at fresh-food counters, introduced by the Bizerba and Mettler Toledo scales. In the digital signage area, system vendor Nordland Systems GmbH and stele



designer Polygon GmbH will be presenting, as solution partners, the world of possibilities with PRESTIGE. A separate “print island” will demonstrate print solutions with PRESTIGE, as offered by stand partners, Océ Germany GmbH, for large-format printing, and Oki Systems GmbH for A3 and smaller printing.

Additional information regarding Online Software AG

Online Software AG is a modern, innovative software company focussing on the development of solutions for the international wholesaler and retailer. Online is the market leader in the area of professional branch advertising using the poster and label-printing **PRESTIGEenterprise** software with more than 30,000 installations in 35 countries and in 20 languages. Online thereby supports the trade in cross-media marketing of products using the market-leading **PRESTIGEenterprise** software which makes use of classic media, such as posters and shelf labels, as well as new technologies. Additional marketing concepts such as flat-screen monitors, kiosk systems, scale systems or touch screens using RFID are used already by several retail companies

EuroCIS 2010
2 to 4 March
Düsseldorf exhibition centre
Hall 14 – Stand D78

Further Information:





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	<p>PRESTIGERemote Interactive digital signage application with Apple iPhone.</p>
	<p>Multi-Touch-Control-Panel (MTCP) Digital Signage-management for the future</p>
	<p>Windows 7-Upgrade New: PRESTIGE 8 and PRESTIGEenterprise 3</p>
	<p>Print & Digital Signage Multichannel sales approach with PRESTIGE</p>

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