



# Online Software AG

## PRESS RELEASE

### **Digital signage: Perfumery chain Douglas incorporates PRESTIGEenterprise in its new cutting-edge branch in Mainz**

**Weinheim, 4th November 2010:** Perfumery chain Douglas GmbH has integrated a large number of screens at its newly opened cutting-edge branch in the city of Mainz - which is a true novelty. With digital signage and visual merchandising, Europe's no.1 perfume retailer therefore creates a completely new and interactive shopping experience for its customers. "Thanks to the interactivity, which comes into play with the new media and technology, we are able to offer our customers added value extras. Thus we can further develop the shop ambience and aim for an even more emotive shopping experience," said Jeroen Timmer, IT Director of Douglas International GmbH. "Digital is the language of our young target group which plays an important role in our new digital signage based advertising media."

The perfumery chain Parfümerie Douglas GmbH, a customer of Online Software AG with PRESTIGE solutions for printing promotional posters since 1998, is using the software PRESTIGEenterprise for its screens for the very first time. The software enables Douglas to operate all communication media, from individual displays to video walls under its own direction in a time and money saving way.

#### **The top 10 scents for men and women – 24/7**

One of the highlights of the installation is the touch screen display window which passerbys can interactively use to find out the most popular scents of the moment for men and women – 24/7. In addition to the individual screens, all eyes are drawn to a huge 16-piece video wall (4x4) in the shop window of the 1st floor. Another video wall is installed near the escalators in the branch, and there are several individual screens which are cleverly integrated into the shop's presence. Depending on the position of the screens, current offers and promotions are shown as well as emotive promotional trailers. The content of the video recordings is managed by PRESTIGEenterprise. "Thanks to the connection with the enterprise resource planning system from which PRESTIGEenterprise obtains its data, it is ensured that important information such as price changes and availability are always up-to-date," said Jürgen Berens von



Rautenfeld, CEO of Online Software AG. “The connection with the SAP-product database thus makes data management easier for Douglas and avoids unnecessary duplication of tasks.”

“The solution installed at our cutting-edge Mainz branch is a pilot project for us,” said Jeroen Timmer. “Should it fulfil our expectations, we will extend our digital signage and digitally supported visual merchandising offers to other branches.”

### **More information about Parfümerie Douglas GmbH**

The DOUGLAS group is a leading European trading concern and stands for “retail with heart and understanding.” The Groups' five business areas include the Douglas perfumeries, Thalia bookshops, Christ jewellery shops, AppelrathCüpper fashion stores and Hussel confectionaries, which are all market leaders and trend setters in their individual sectors.

The Douglas perfumeries are the market leaders in Europe. In the business year 2009/2010, the 1,205 perfumeries in 21 countries achieved a turnover of around 1.9 billion Euro. “Looking for a perfumery? All you need is Douglas” – a success of the unmistakable lifestyle concept with excellent service, a first class product range and a fitting ambience.

In its perfumeries and online shop at [www.douglas.de](http://www.douglas.de), Douglas offers a huge range of top international cosmetic, perfume, skin-care and make-up brands, as well as exclusive accessories and gift ideas. Competent advice and a number of services provided by approximately 15,000 employees make Douglas stand out from the crowd - Douglas ensures a fascinating shopping experience!

In October 2010, Douglas was awarded the title of “Retailer of the Year 2010” in the “perfumery” category by the independent market research company Q&A Research & Consultancy in cooperation with the German Retail Federation (Handelsverband Deutschland - HDE) and the trade journal, the HANDELSBLATT.



### 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 with the poster and label-printing software **PRESTIGE** having over 31,000 installations in 35 countries and in 20 languages. Online supports his customers in cross-media marketing of products using the market-leading **PRESTIGE** software. **PRESTIGE** supports all kind of media such as posters and shelf labels, as well as new technologies only to mention flat-screen monitors, kiosk systems, scale systems or touch screens even using RFID to trigger an event.

	<p><b>Douglas store Mainz</b> Exterior view with a 4x4 video wall Grand opening 14.10.2010</p>
	<p><b>Douglas store Mainz</b> 3x3 video wall in the store beside the escalator</p>
	<p><b>Douglas store Mainz</b> Digital Signage with PRESTIGEenterprise 3.1 on a 3x3 video wall</p>



	<p><b>Douglas store Mainz</b> PRESTIGEenterise 3.1 template view for the 3x3 video wall by Douglas</p>
	<p><b>Douglas store Mainz</b> digital signage with PRESTIGEenterise 3.1 on a display</p>

**Further information:**

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