



## Next Gen Shopping Solutions from Elo

Consumer expectations are evolving, and retailers are looking for new ways to attract and engage the modern shopper. It's no surprise that technology is at the forefront of innovation in-store. In fact, more than 85% of consumers have already used a self-service kiosk when they shop, and that number continues to grow. With strong adoption from consumers, retailers are looking at what's next in their customer experience digital transformation.

### The Facts



A Deloitte study found that \$0.56 of every dollar is influenced by a digital interaction



Research by GfK found 38% of U.S. consumers hope to see improved experiences in stores



### Connected Fitting Room & Smart Mirror

Enable a flagship experience in every store using an off-the-shelf mirror and touchscreen. Connect your fitting room to bring online inventory and apps in-store to empower shoppers with convenient, personalized experiences.



### 24/7 Store Front

Attract mall goers 24/7 with bright and beautiful interactive experiences and endless aisle shopping from your front window. Whether it's a 65-inch interactive digital signage, or a 22-inch interactive self-service display, pick your size and start engaging with shoppers before they enter your store.



### Touch Tables & Bar Tops

Entertain lobby visitors and restaurant goers alike with integrated tabletop touchscreen experiences. Rest assured your technology is extra protected, durable and easy to clean behind a seamless top enclosure.

## How It Works

The additional cover material must be installed with no air gap to the touchscreen glass. Touch Thru mode must be enabled. This is either enabled in the OSD menu or by uploading new Firmware supplied by Elo. In some cases, additional tuning of the controller may be required.

### Elo's Touch Thru functionality is easy to use:

- ✓ Choose your cover material - glass, plastic, acrylic, etc.
- ✓ Install flush to the touchscreen glass, no glue or adhesive required
- ✓ Enable Touch Thru mode in the OSD menu or by uploading the Elo supplied firmware

The cover material may be up to 6mm thick, depending on material. In some cases, additional tuning of the controller may be required.

## Learn More

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