

# Diamond Breezer

POS sales promotions can consist of more than setting up a simple display. Since September 2006, Bacardi has been offering a sales module used by cash & carry markets which is capable of showcasing the entire product range of Bacardi using numerous additional high-quality functions. Customers can use a terminal equipped with a touch screen to receive individual information on how to create new cocktails or learn more about the preparation and background of famous classic drinks. The terminal can also provide assistance and ideas for customers who are planning their next party. All customers have to do is tell the terminal how many guests they are expecting and the number of cocktails they want to offer their guests. The printout of the shopping list contains all necessary ingredients in the amounts required for the number of party guests.

This innovative way of presenting their products provides Bacardi with the ideal solution to showcase the premium quality of their entire product range, so

it is of the utmost importance to keep this multimedia terminal operational and up-to-date. To keep the terminal in the best of condition, GeKarTel AG from Dresden was taken on as a partner to provide complete solutions and ordered to implement this multimedia solution.

Bacardi put GeKarTel in charge of managing the project, revising the terminal application on the basis of SiteKiosk Software, and setting up, as well as operating, the terminal. Bacardi was particularly impressed with the simple and straightforward online connection of the terminal via UMTS/EDGE and the method of monitoring the terminal with Provisio's 'SiteRemote' remote management server, which GeKarTel AG is running on a dedicated server.

One of the best features of this solution is that Bacardi is able to receive information on the current operating status of the terminal using their own read access. Bacardi can also use GEO tag mapping to view all individual

locations at a glance. It is of particular importance for Bacardi's marketing efforts to be able to directly create and download reports on the usage and functionality of the terminals.

The online connection is established by UMTS/EDGE, which, as a cost-effective and versatile solution, is particularly well-suited for retail businesses. In places lacking the necessary infrastructure, terminals and other network-capable devices can be monitored and updated in a flexible, cost-effective and straightforward manner.

Bacardi has integrated the terminal into a 1-6 metre high gondola head display. The design was developed by Syndicate AG from Hamburg, and implemented into a prototype, as well as prepared for the start of production in cooperation with a renowned manufacturer of displays.

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