

# eyefactive presents Smart Signage Applications at EuroShop 2023

*At the eyefactive booth at EuroShop 2023 in Düsseldorf, visitors could learn all about different applications around interactive smart retail signage.*

HAMBURG, GERMANY, April 13, 2023 /EINPresswire.com/ -- Shoppable Videos on interactive LED Videowall  
With a large format interactive video wall eyefactive combined two technologies - consisting of hardware and software. The trend towards finer resolutions in the video LED sector was demonstrated with a video wall measuring over four square meters. It could be operated interactively by several people at the same time via multitouch with 32 touch points.



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As software, a newly developed app of the eyefactive touchscreen software platform was used: In videos, the products contained therein can be selected by customers simply by touch. An interactive window then opens with corresponding product information and further actions such as order options.

## Self-Service Shopping Guides

Based on real customer projects, eyefactive presented the possibilities of interactive self-service product information systems for the point of sale. Special apps enable customers at the POS to obtain comprehensive and intuitive information about the product range of the respective retailer. Such omni-channel solutions digitize and optimize the customer experience on site, and also save space and personnel.

Visitors to EuroShop were able to test the various apps on different devices - both large multitouch displays and smaller systems such as tablets.

## Retail Analytics

The latest update of the eyefactive touchscreen software platform enables retailers to collect and analyze various usage data of their devices and applications. At the booth, this function was used to evaluate the data of the presented systems. On a display specially set up for this purpose, various diagrams could be used to show which content was used how often. At the POS, for example, this can be used to further optimize the store space.

## MultiTouch Table with Object Recognition

The technology of object recognition on interactive surfaces was presented by eyefactive with a 65" interactive touchscreen table. Visitors could place different products on the display from four sides, whereupon they were recognized by the software. Depending on the app, different actions could be executed based on the recognized products.

Object recognition technology on touchscreens can be used to make it particularly easy for customers to obtain information about products at the point of sale.

## No-Code Interactive Signage Software Platform

All presented solutions of the different touch screen systems are based on standardized apps of the eyefactive interactive software platform. The apps can be customized using a No-Code Content Management System (CMS) and run on all touchscreen systems such as large format displays, video walls, tables or kiosk terminals.

## Partner Booths

Visitors of the EuroShop could also experience different solutions based on the eyefactive touchscreen software platform at various partner booths. For example at Dimedis, Prestop and PartnerTech.

Please find the original press release here: [eyefactive presents smart signage applications at EuroShop 2023](#)

Learn more about eyefactive GmbH:

- [Interactive Digital Signage XXL: Touchscreen Software & Systems](#)
- [Touchscreen Software App Platform](#)

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