

News release – Digital Store

POPAl unveils groundbreaking ‘Digital Store’ for In-Store Show 2010

POPAl UK & Ireland today unveiled plans for a unique ‘Digital Store’ for the 2010 In-Store Show.

The 10m mock-up ‘store’ will showcase excellence within Digital Media In Retail and is designed to provide attendees with a greater understanding of the latest innovations and solutions available in digital retail communications.

Upon entering the ‘store’, visitors will be able to see first hand the practical applications of some of the latest innovations in digital retail communications. The fully merchandised store will explore different aspects of digital media in retail, including the use of touchscreen signage, interactive kiosks, and leading content solutions. Inside, it will be split to depict different retail sectors such as C-store, electrical and entertainment, and a Deli counter – designed to give visitors the sensation that they are in ‘live’ retail environments.

Commenting on the announcement, POPAl UK & Ireland business manager Phil Day describes the space as ‘a unique interactive digital experience’. “It is an experiential space, highly immersive and will be packed full of inspiration,” says Day.

Visitors to the ‘store’ will also be able to speak to a dedicated member of the POPAl digital team who will be on hand to answer questions, provide impartial advice, and direct interested visitors to companies whose products and services are showcased inside. As they leave, visitors will then be able to talk to individual representatives from companies, who will be provided with dedicated booths located around the outside of the store.

“With opportunities strictly limited, some companies have already been quick to sign up to secure their involvement with the concept,” explains Day.

One company to confirm their support is digital specialists Realisation Marketing Services. “This is guaranteed to be one of the major destination venues at next year’s Show. It’s a unique and highly innovative branding opportunity for digital media companies to showcase their services at the In-Store Show and, more importantly, to engage with retailers and brands on digital media issues in a new and more relevant way,” says Nick Gale, co-founder of Realisation Marketing Services.

Anyone interested in opportunities within the POPAl Digital Store at next year’s In-Store Show should contact the POPAl office on 01455 271856.

Part of Marketing Week Live! the In-Store Show will take place at Olympia, London on 29-30 June 2010.

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