

iPOS24 presents interactive station-TV for Avis

The Interactive Point of Sale GmbH equips Avis Rent a Car with own station-TV.

Hannover-Langenhagen, 18.03.2009

On the occasion of ITB, the world's leading travel trade show, Avis has presented on their exhibition stand their station TV realized by Interactive Point of Sale GmbH.

Starting from April 2009, customers and interested parties will be informed at selected Avis stations by this system with the latest topical news, offers and promotions of Avis.

Moreover, Avis station-TV offers topical news covering politics, sports, weather as well as arts and culture - 24 hours per day, 7 days a week.

The Avis station-TV has been implemented by digital signage supplier Interactive Point of Sale GmbH (iPOS24.tv). It is based on the in-house software solution "ARIANE". This enables to steer centrally topical information via the Interactive Point of Sale GmbH content management system and to bring it to the Point of Sale in real-time. In addition, local offers slides can be created in a few minutes and displayed on the screens at the Point of Sale.

„We are very proud that we could realize the solution together with Avis within only a few weeks time and have presented the system at the world`s leading travel trade show "ITB" in Berlin last week“, said Stephan Grotstollen, managing director of the Interactive Point of Sale GmbH.

Beyond the pure software solution "ARIANE" Avis also uses the editorial services provided by Interactive Point of Sale GmbH. As a full service-provider the Interactive Point of Sale GmbH offers topical news covering politics, sports, weather and arts and culture and provides those sorted by topic and region.

About iPOS24

The digital signage-supplier Interactive Point of Sale GmbH offers the Infotainment system „ARIANE“ which allows to place information at the Point of Sale through a TV, plasma or LCD screen. Through a web interface customers can create individual broadcasting loops using various contents, such as product information, advertising clips, promotions or news, and bring offers and promotions in real-time on the screen in the branches. The latest topical editorial content, is provided every day by the iPOS24 editorial team and be integrated into the infotainment programme, „ARIANE“ offers a subjectively felt added value to the end customer at the Point of Sale.

Multi-national companies in four European countries trust in the solutions and services as well as in the customised editorial content of the Interactive Point of Sale GmbH.

Press contact:

Interactive Point of Sale GmbH
Bayernstraße 10
D-30855 Hannover-Langenhagen
Germany
E-Mail: info@ipos24.tv
Internet: www.ipos24.tv