



Press Release

Future Shopping with beacons and app from 1eEurope and Schneider Schreibgeräte at the Paperworld 2015

The new special exhibition "Future Shopping" at the Paperworld 2015 trade fair will show how shopping can take place in the future with the help of blukii beacons and appyvenues app technology and smartphones.

Frankfurt am Main 29.01.2015 In its new special show 'Future Shopping', Paperworld, the leading international trade fair for products and novelties in the paper, office supplies and stationery sector will show how the latest digital technology can be part of next generation shopping. Live experienced by visitors can this from January 31 to February 3, in Hall 3.1, Stand C15. The special exhibition is being realized by Messe Frankfurt in cooperation with 1eEurope Deutschland and Schneider Schreibgeräte.

1eEurope and Schneider Schreibgeräte will show in a shopping arcade, recreated by Messe Frankfurt on 400 square meters, how end consumers can be approached in a direct way by sending push messages via so-called beacons, such as those of blukii, combined with a clever app designed and developed by 1eEurope that uses appyvenues technology?

Beacons are small Bluetooth transmitters whose signals are received by modern smartphones within a radius of up to 15 meters. But beacons are only of value if pre-programmed apps decrypt this unique code and show the user matching push messages on his smartphone, such as further product information or discount offers. QR codes, couponing systems or links to audio and video content lead to a totally unique communication with customers.

A prerequisite for the use of beacons is that the customer does not feel harassed, but learns to appreciate the specific information provided about special offers or products. The two medium-sized companies from Baden-Württemberg will give practical demonstrations of the various application areas on Paperworld's Future Shopping arcade:

The Fashion Store shows a very special feature of real trade: the shop window, where goods are displayed for passers-by. But customers can only buy them during normal opening hours. With the help of beacons and an app with integrated e-Shop, passers-by can now buy the

goods after hours and on Sundays and public holidays practically "in passing" and have them delivered to their home under the term window-shopping.

In the museum of the Future Shopping special exhibition, the visitor receives additional information about the exhibits, also in audio format, via beacons and the app. The use of modern technologies allows the museum to awaken more interest especially in younger audiences and bolster its antiquated image.

The Food Store simulates the purchase of food, which is always coupled with a recurring everyday challenge for customers: what do we eat today? One special service retailers may provide here is helping the customer in resolving the problem. For example, menu recommendations regarding the product on the shelf could be displayed on the customer's smartphone as soon as he enters the store. Of course, these recommendations could be combined with other special or promotional offers. The recipes are of course provided for free. This additional service transforms a retailer from a pure "seller of goods" into a "contributor of ideas" for the customer.

The situation in a conventional stationery store is imitated in the PBS store. Products without packaging, such as writing instruments with hidden product advantages, have a particularly hard time here. The customer is often not in a position to obtain the necessary information to make an optimal decision - especially if the designated sales person is also out of his or her depth or cannot give neutral advice or does not exist. This is precisely the information that can be provided via beacons and mobile devices at exactly the right time, in the right place, in the right language, and for the right target group.

And last but not least, the special exhibit tells future story of the restaurant sector. The visitor is welcomed in a street café with a beacon push message on his smartphone. Upon checking in electronically, the menu is displayed right away and he can place the order. An additional option would be electronic payment by smartphone.

At the end of the tour along the shopping arcade, a small "goody" is waiting for the visitor of the special exhibition at a showcase for a loyalty concept. He collects points with each visit of one of the Future Store stations in the mall and at the end is rewarded. In addition, he can give his impressions of the special Future Shopping exhibition by answering a mobile questionnaire.

In real life, tools such as beacons and survey tools provide the retail trade with important data on visitor profiles, foot traffic patterns and duration of visits (heat maps) for future marketing strategies and advertising campaigns.

Klaus Bröhl, Managing Director of 1eEurope Deutschland GmbH:

"Beacon technology, combined with cleverly designed apps, provides many opportunities for trade, trade shows, museums and cities, but also for the B2B sector and for retail cooperatives, retailers, exhibitors and others. The businesses can decide themselves what content is to be transmitted at what time. This opens up numerous new opportunities to directly reach customers in ways that make economic sense. In the wholesale and retail trade, for example, mobile apps may make expensive MDE devices redundant. Information can be

conveniently and quickly displayed on mobile devices or automated in conjunction with great features and integration in existing systems, for example."

Roland Schneider, Managing Director of Schneider Schreibgeräte GmbH:

"The retail trade is in a permanent state of flux as a result of social, technological and logistical developments and must constantly adapt to these changes. With its special "Future shopping" exhibition, the Paperworld 2015 trade show makes a contribution that is inspiring. We greatly welcome this and are looking forward to the widest possible constructive discussions with our trading partners and their keen interest in the possible applications of blukii Beacon technology. "

About 1eEurope Deutschland

1eEurope Deutschland GmbH has been successfully implementing eBusiness projects since 1996. The modules of solution portfolios such as ADDVITY (B2B platform) and appyvenues (Mobile Business APPs) and the service portfolio CONSARES (consulting services and solutions for eCommerce and multi-channeling) serve as a powerful basis for the successful implementation of now more than 700 customer projects.

1eEurope services many satisfied and well-known customers from various industries and along the entire value chain, such as VION, Böklunder, Steinhoff, TECHNO-Shopping, BIKE & Co, Austrian Airlines and many more.

About blukii®:

blukii® is a product of Schneider Schreibgeräte GmbH. Schneider Schreibgeräte has been manufacturing writing instruments that meet the highest standards of quality, writing comfort and durability for 75 years. A pioneering spirit and openness to new ideas ensures that the product range is constantly being developed and adapted. One result of this culture of innovation is the new division

C.Schneider New Solutions, which was created to implement new products and solutions according to the motto "ReThink it".

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