

## 32" 3M Multi-touch Display Transforms Retail Shopping Experience

### The Application

Cell phone retailers are constantly seeking new tools to simplify the process of selecting and purchasing cellular phones in order to turn more prospective customers into buying customers. The vast number of cell phone options, rate plans, additional features and accessories leave customers and sales associates with a lengthy and complex sales process. A leading cell phone retailer in Europe decided to create a new, engaging in-store experience that provides a unique interface for customers to learn about their products while providing clear and consistent messaging across all stores and sales associates. They envisioned creating an interactive table that incorporates a large format multi-touch-enabled LCD display with an easy-to-use graphical application to step customers through the product selection process.

### The Problem

When selecting a multi-touch technology, the retailer desired to create an iPhone-like experience in a much larger form factor. In order to create a memorable user experience, they required fast touch response with a high number of touches that was also durable enough for continuous in-store use. The initial review of available large-format multi-touch technologies did not provide any options that met their requirements. Optical and infrared (IR) technologies had sensing methodologies that were not conducive to multi-user interactions. Slower response times reduced the interactive experience of customers who have come to expect the same touch response as their smart phones. The requirement of a bezel to accommodate the sensing components restricted the overall industrial design of the table making modern flat front surface designs impossible and creating an uncomfortable step the users must work around. In addition, the touch performance was negatively impacted by changes in ambient light and contamination build-up on cameras and reflector patterns. This led the retailer to continue their search for a solution.

### The Solution

3M offered the 32-inch 3M™ Multi-Touch Display C3266PW as the ideal solution for this application due to its purpose-built design to meet the needs of large-format interactive tables. By incorporating 3M Projected Capacitive Technology (3M PCT) the C3266PW display delivers 40 simultaneous touches for true multi-user interaction with an ultra-fast 10 ms response time (speed with 10 touches). Paired with sophisticated firmware to reject unintended touches from palms and arms, this 3M multi-touch system creates a natural, intuitive and responsive interface for both



sales associates and customers to effortlessly interact with the application. To ensure the digital content is clear, crisp and engaging the C3266PW display utilizes a premium LCD display that delivers full HD resolution for sharp images, ultra-wide 178 degree viewing angles for brilliant presentation to all users and a 120Hz refresh rate to ensure content maintains sharp quality even when in motion. This LCD display features LED backlights to deliver more vivid colors, consume 20-30% less power, and minimize the environmental impact by eliminating mercury as compared to CCFL backlights. Built with industrial grade components, chemically-strengthened glass and an advanced cooling system, the C3266PW display provides reliable performance in demanding 24/7 environments. The chassis's multiple mounting methods and thin 2.6" depth allows for seamless integration into sleek modern interactive table designs. The combination of a responsive multi-touch system, premium LCD display and elegant mechanical design helps make the C3266PW display an essential element for industry-leading interactive tables.

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## The Result

After an initial pilot with a competing infrared touch technology, the 3M™ Multi-Touch Display C3266PW was selected as the product for their corporate-wide rollout. Once installed, the retailer experienced benefits far beyond their initial expectations. The interactivity of the multi-touch table produced a “wow” factor that drew new customers into the store. Once in the store, the interactive tables not only provided potential customers an informative means to explore the various phones and plans, but also fostered collaboration with sales associates which encouraged active participation throughout the entire sales process. During peak traffic times the interactive tables kept customers engaged and in the store while they may have to wait for the next sales associate. The retailers also found these interactive tables extremely effective for training new sales associates on product features and benefits while keeping experienced sales associates up to date with the latest phones and plans. The C3266PW display has proved to be invaluable in delivering the innovative and engaging retail experience envisioned by this retailer.



32-inch 3M™ Multi-Touch Display C3266PW



Versatile mounting options  
(mounting brackets (shown and included)  
and 200 x 200 mm VESA pattern)



Slim, compact design



Easy-access OSD



Wide array of connectors

### 3M Touch Systems UK Ltd.

The Votec Centre  
Hambridge Lane  
Newbury, Berkshire,  
RG14 5TN  
United Kingdom

+44 (0) 1635 264 123

www.3M.com/touch

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