

Gourmet Coffee Purveyor Selects 3M's Innovative Projected Capacitive Display for In-Store Product Experience

The Application

Brand owners are constantly looking for new and improved ways for customers to experience their brand and learn about their products in the retail store environment. Creating an engaging and informative in-store shopping experience, while educating customers on key product features and benefits, allows brand owners to effectively convey their brand message and differentiate their product versus the competition. An attractive in-store product experience can positively impact customer purchase considerations by building excitement around the product and can be a key driver for overall purchase satisfaction. A positive product experience can enable brand owners to increase overall brand loyalty, as well as increase the likelihood customers recommend the product and brand to their friends and social contacts.

A international gourmet coffee purveyor decided to create a dynamic in-store shopping experience at its flagship boutique stores around the world to introduce customers to the sophisticated world of gourmet home brew coffees and espressos. The experience starts by allowing customers to explore different coffee types through an interactive kiosk where they learn about several coffee types, blends, and flavors, while also placing a sample order with the in-store barista. Once the customer determines their coffee preference profile, the shopping experience extends to educating the customer on the high-performance home brew machines designed to deliver the same rich coffee flavor at home as the customer experienced at the store. By understanding consumer interactive technology expectations, elevated by the rapid adoption of smart phone and tablet devices, the purveyor's concept called for a user interface that allowed customers to intuitively and effortlessly access information at the point of purchase. The purveyor envisioned integrating several multi-touch kiosks throughout each location to create an engaging, memorable, and informative product experience for their customers.

The Problem

As the gourmet coffee purveyor began to evaluate different types of multi-touch displays for their boutique store environment, they determined that the display must meet the sophisticated industrial design standard of the retail location while delivering an intuitive, tablet-like user experience. The purveyor required a commercial-grade multi-touch display built to withstand the frequent use and continuous operation, and operate reliably in the bright ambient lighting typically found in this retail environment.



Integration versatility was also an important consideration as they intended to integrate the multi-touch displays into a customized cabinet that aesthetically fit the boutique's décor. In addition, the purveyor needed to find a multi-touch display that offered a premium picture quality to increase user engagement by showcasing the rich textures of the different coffee offerings and the product details of the up-scale espresso makers.

Throughout the initial evaluation, the purveyor was unable to find a multi-touch display that met all these key product requirements. The touch displays featuring surface acoustic wave (SAW)-, optical- and infrared (IR)-based technologies did not meet the purveyor's tablet-like touch performance expectations since these technologies' bezel requirement would not enable the purveyor to implement a sleek, bezel-less, industrial design to match the boutique's sophisticated retail décor. Also, the touch performance of the optical and IR displays could be negatively affected in the presence of the ambient light found in the retail environment, which was a serious concern for the brand owner. Not finding a multi-touch display to meet all of their requirements, led the purveyor to expand their search for a solution.

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The Solution

3M offered the 22-inch 3M™ Multi-Touch Display C2256PW as the ideal solution for this application due to its purpose-built chassis design to meet the needs of the high-traffic retail environment. Featuring 3M's Projected Capacitive Technology (3M PCT), the C2256PW display delivers high-performance multi-touch functionality highlighted by its ability to recognize 20 simultaneous touch points each at a 6 ms response time. In addition, the C2256PW display's easy-to-integrate, open frame chassis design allows for the sophisticated flat front surface industrial design needed for the gourmet coffee purveyor's boutique design.

The C2256PW display features a premium LCD display with high definition resolution for sharp image quality, LED backlights for enhanced color brilliance and reduced power consumption, and ultra-wide viewing angles which allows for rich interactive multimedia content, including product images, videos, and animation, as well as consistent views throughout the product display. The C2256PW display is also built with industrial-grade components and chemically-strengthened glass that provided the brand owner with durable and reliable performance in the demanding 24/7 high-traffic retail environment. The C2256PW display also features a permanent anti-glare treatment that maximizes screen readability in bright ambient light environments typically found in retail locations.



Versatile mounting options
(mounting brackets (shown and included)
and 100 x 100 mm VESA pattern)



22-inch 3M™ Multi-Touch Display C2256PW

The combination of high performance multi-touch functionality, sleek industrial design, premium high definition LCD, reliable commercial-grade components, and a permanent anti-glare surface makes the C2256PW multi-touch chassis display the ideal solution for this in-store product experience.

The Result

The international gourmet coffee purveyor selected the 22-inch 3M Multi-Touch Display C2256PW for its in-store product experience at its boutique locations around the world. The tablet-like user interface and sleek flat-front surface integration enabled the brand owner to deliver a highly engaging, in-store product experience that appealed to customers that was perfectly aligned with the purveyor's sophisticated brand reputation. After an initial pilot yielded exceptional results, the brand owner rolled out the in-store, multi-touch product experience to all its boutiques worldwide.

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