

NEC Display Solutions Customer Installation Retail

TUI

Visual stimulus facilitates the travel agency of the future



When planning a much anticipated vacation, potential travellers are seeking inspiration and easy access to a wide range of options and offers. Well known travel company TUI is rolling out a new store concept using NEC video walls and touch screens which will enhance the traveller experience.

SITE INFORMATION

Sector

- Retail

Client information

- TUI Deutschland GmbH
www.tui.com/unternehmen

Installed

- Ongoing projects since 2014



EQUIPMENT

- 9 x P553
- 11 x P703
- 3 x P801
- 4 x P403SST
- 5 x P463SST
- 9 x P553SST
- 29 x Slot-in PCs

The Challenge

Europe's leading tour operator TUI is embarking on a transformation programme which will see its German network of 450 high street branches carrying the TUI brand. As part of this development, 120 of its travel agencies will undergo a major refurbishment to bring them in line with the TUI store concept.

The TUI Group prides itself on 'making travel experiences better.' By bringing all of its services under one roof with access to the company's hotel portfolio, cruise liners, airlines and tour operators, both on-line and through its travel agencies, TUI is presenting the travel agency of the future. The company's priority is to further enhance the customer experience by inspiring its customers with travel destinations both near and far, and providing easy access to information and offers.

The NEC Solution

Inspire and inform

Presenting its offers and destinations in the best possible way, TUI is utilising video wall technology and touch screen interaction in its redesigned stores using visual stimulus to inspire and inform its customers. Beginning with its concept store in Stuttgart, more than 100 branches across Germany will be transformed with the latest technology to offer its customers the travel agency of the future.

In choosing the most suitable hardware, a number of equipment brands were put to the test: *“We carried out various tests and compared the prices from different providers. No other manufacturer matched the high quality of the NEC products when it came to service and advice. Accordingly we decided upon these solutions”*, say Oliver Beck, the sales strategy manager at TUI Germany.

In many of the stores, the videowall is located in the window area using NEC display models NEC P553, P703 and P801, the choice of size dependent upon the space available in each branch and their unique requirements.

The NEC P series has been designed for very diverse areas, such as digital signage in a retail store or applications in the transport sector and in control rooms. It offers flexible installation options and high performance. This is ideal for use in the branches as the equipment is required to operate continuously on a 24/7 basis.

The interactive ShadowSense (SST) multi-touch displays are used in store to enable customers to quickly and intuitively access information on all

available travel destinations. Here the NEC 403SST, 463SST and 553SST models are available.

Both the videowall and touch solutions are integrated with an OPS plug-in solution from NEC enabling all the displays across its nationwide network to be managed and controlled centrally. *“We can see this equipment over our network, install content, and detect any failures”*, Beck tells us.

The Results

“Top quality, the best equipment – and the delivery and the implementation also ran in a professional and efficient manner”, Beck informs us. Currently NEC solutions are in operation in 20 travel agencies and in the next few years over 100 further branches bearing the TUI brand name will be fully modernised and furnished with the appropriate technology. Here too the company wishes to rely upon the proven quality of NEC. *“We have decided upon a setting which we are constantly installing. Our strategy takes a long-term view – that is paying off,”* Beck confirms.



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