



Media Browser Network

With Media Network, arvato digital services is providing retailers and retail chains in over 15 European countries with innovative, multimedia, sales-promoting services at the point of sale.

Media Browser touchscreen terminals installed at sales shelves serve as shopping advisors by making it possible to easily browse through music, films, games and audio books on a multimedia, interactive platform. Barcodes of sealed packages can be read by built-in scanners without having to open the package, offering customers direct access to the product's media content. Moreover, with the goal of providing optimal product guidance at the point of sale, arvato digital services is increasingly making this service available for printing cartridges and other products in retail stores.

Media Unic, arvato digital services' in-store TV, is another innovative service providing multimedia communication with customers at the point of sale. Retailers' own services, ad content and up-to-date entertainment can be organized either centrally or in a decentralized setup, allowing maximum topicality and flexibility for retailers. Media Unic creates an attractive purchasing atmosphere, promoting sales at the point of sale while facilitating new modes of targeted customer marketing for retailers.

The systems are based on the media service which is networked online, guaranteeing the availability of the technical system as well as the Media Browser and Media Unic databases, with more than 8 million media trailers updated daily in over 15 European countries.

» Additional information can be found at the [Media Network website](#).