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## Oblò Multimedia launch NIKINFORMER a new powerful system, made of kiosks and an innovative software platform, aimed at the fast growing Digital Signage market.

Oblò realized for Nital Spa – Italy, Nikinformer, a new self-service kiosk helping retailers to promote NIKON's cameras in-store.

Photokina Cologne - 23rd September 2008. The market for **Digital Signage** is in a strong phase of expansion and in particular the in-store solutions are benefiting from the drop in price of LCD and touch screens and the adoption of new software technologies with stunning and powerful graphical possibilities that raise attention and encourage customers interaction in the retail stores.



Oblò Multimedia long experience at international level in the development of self-service systems with friendly and interactive workflows has led to the creation of **NIKInform**, a new exciting application aimed at the Digital Signage market that will be shown during Photokina 2008.

**NIKInform** is the result of the cooperation between Oblò and **Nital spa**, the exclusive distributor for the Italian market of NIKON products, that have joined forces to develop the marketing concept around it. The **NIKInform** system consists of a software platform -server-client- installed on the elegant kiosk with a 19" touch screen interface. The system will be installed in more than 100 retail shops in Italy which will also benefit from this kind of "virtual store assistant".



The heart of the system is its innovative software based on a dynamic database that automatically generates all the NIKON product views and charts, in a beautifully designed lay-out that engage the consumers.

Furthermore Nital can also efficiently manage all the **NIKInform** installed base through **InTouch 24/7**, the Oblò remote monitoring and management system that monitor the kiosk status, acquire all the data to create statistics of use and update the contents.

Even though **NIKInform** was specifically designed to help sell photo systems, Oblò info-kiosks could be used to promote any kind of product. We could see them used in almost any retail environment.



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Discover **Nikinformer** at Oblò **Stand C5 – Hall 10.2**.

# Press Release



## **About Oblò Multimedia**

Oblò Multimedia srl, based in Spilimbergo, Italy, is an innovative imaging company that offers to retailers the most complete platform made of photo-kiosks, software suites and digital signage products.

Oblò's mission is to provide leading edge products and software to the Info-Imaging market, supported by ongoing research and development of concepts that combine technology, creativity, and ergonomic design.

For additional information about Oblò Multimedia visit us online at our new website:  
**[www.oblomultimedia.com](http://www.oblomultimedia.com)**

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