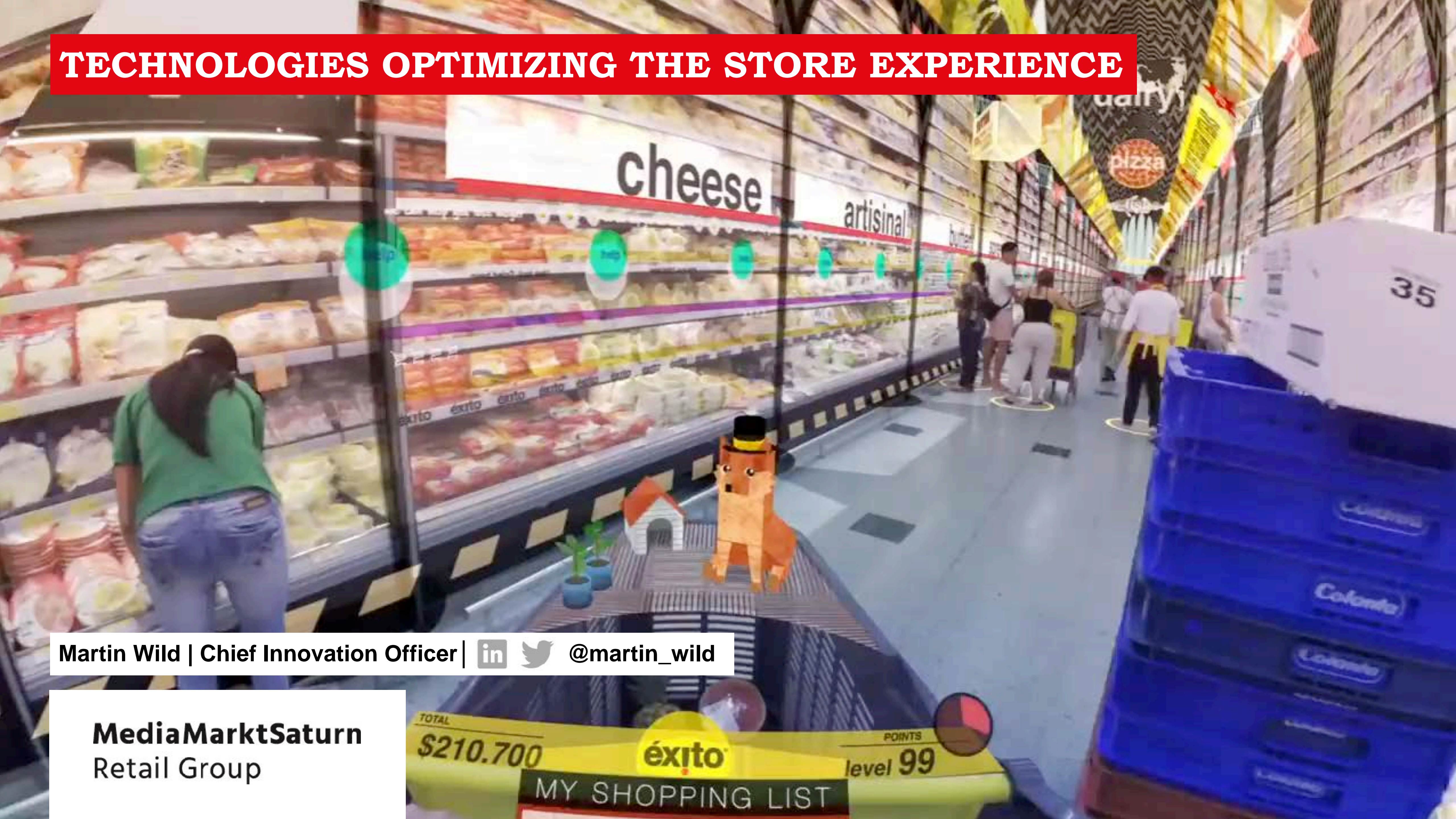


# TECHNOLOGIES OPTIMIZING THE STORE EXPERIENCE



Martin Wild | Chief Innovation Officer | [in](#) [twitter](#) @martin\_wild

**MediaMarktSaturn**  
Retail Group

TOTAL \$210.700 **éxito** POINTS level 99  
MY SHOPPING LIST



## OUR TOUCHPOINTS



# OUR TOUCHPOINTS



# WE ARE EUROPE'S #1 IN CONSUMER ELECTRONICS



**1,053**

stores

**15**

countries

(#1 in 9 countries)



**22**

billion euros in sales

**2,4**

billion euros in  
online-sales



**65.000**

employees



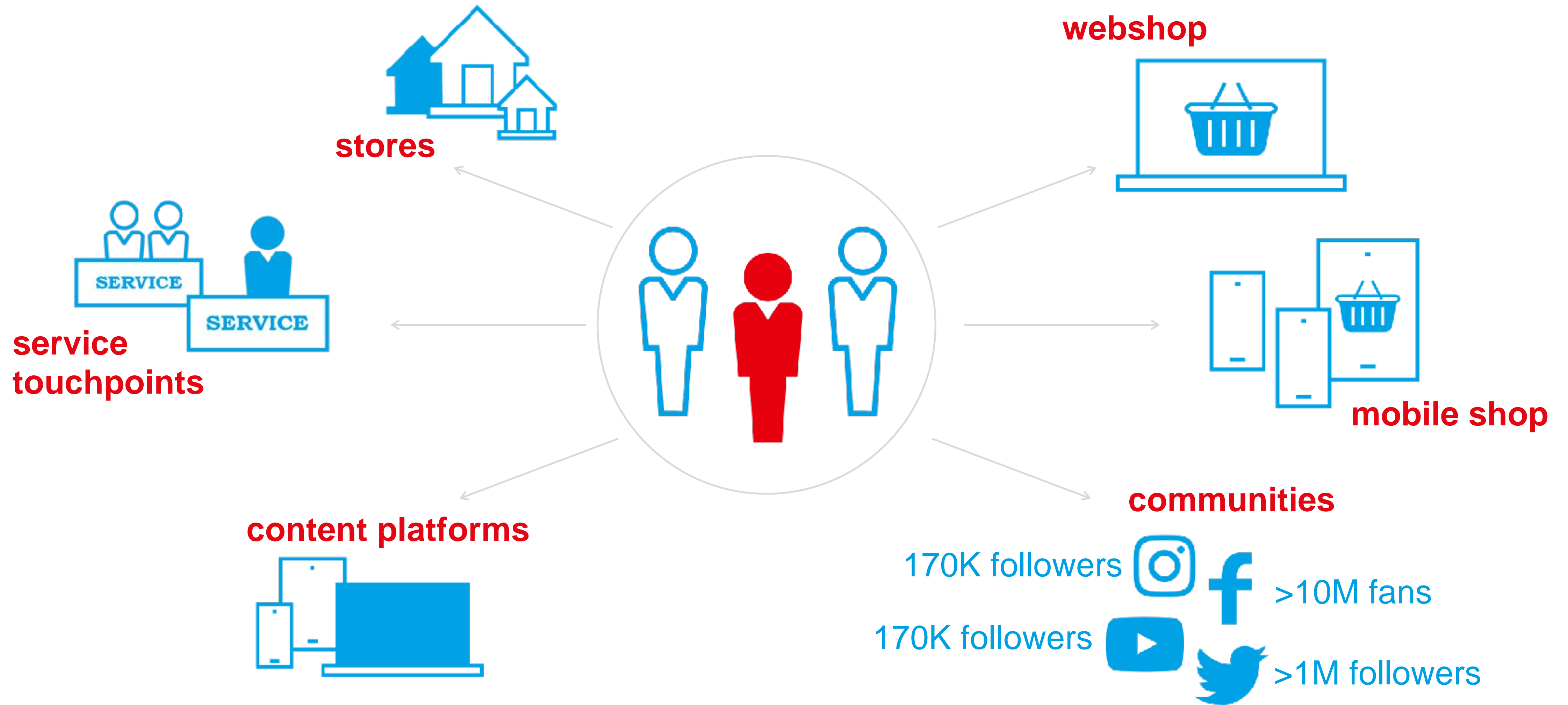
**6** million

customer contacts daily  
(2 billions per year)



**OUR FIRST REACTIONS**

# OMNICHANNEL OFFER



# AWARDS



**Media Markt DE '15**  
"Service King"



**Media Markt HU '16/17**  
Onlineshop of the Year



**Media Markt CH '16**  
B2C – Elektronik and Media



**MediaMarkt 2018**  
„Best Multichannel-Retailer“



**Media World IT '16/17**  
Creative Use of data-based insights



**MediaMarktSaturn '17**  
Best Customer Experience



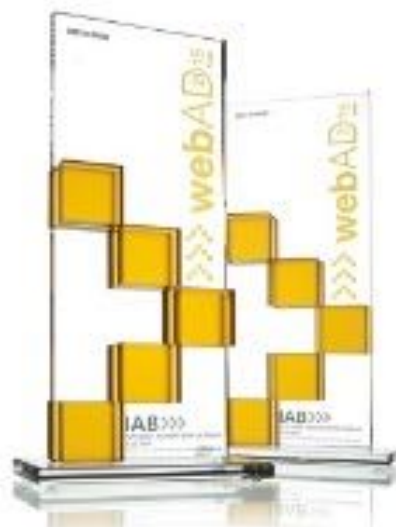
**MediaMarktSaturn '17**  
ECE International Retailer of the Year



**JUKE! DE '16**  
Best Music Streaming Provider



**MediaMarkt TR '17**  
"Most successful brand in Customer Experience"



**Saturn AT '16**  
Best iBeacons Showcase



**Media Markt NL '16/17**  
Best Electronic Retailer



**MediaMarkt ES '17**  
Customer Service Excellence Award



**Saturn DE '16**  
"Store of the Year"



**Saturn DE '16**  
Content Strategy



**Saturn DE '16**  
"Top online shop"



**MediaMarkt DE '17**  
Best Online Retailer

# PERSONALIZATION





**EXPERIMENTING**

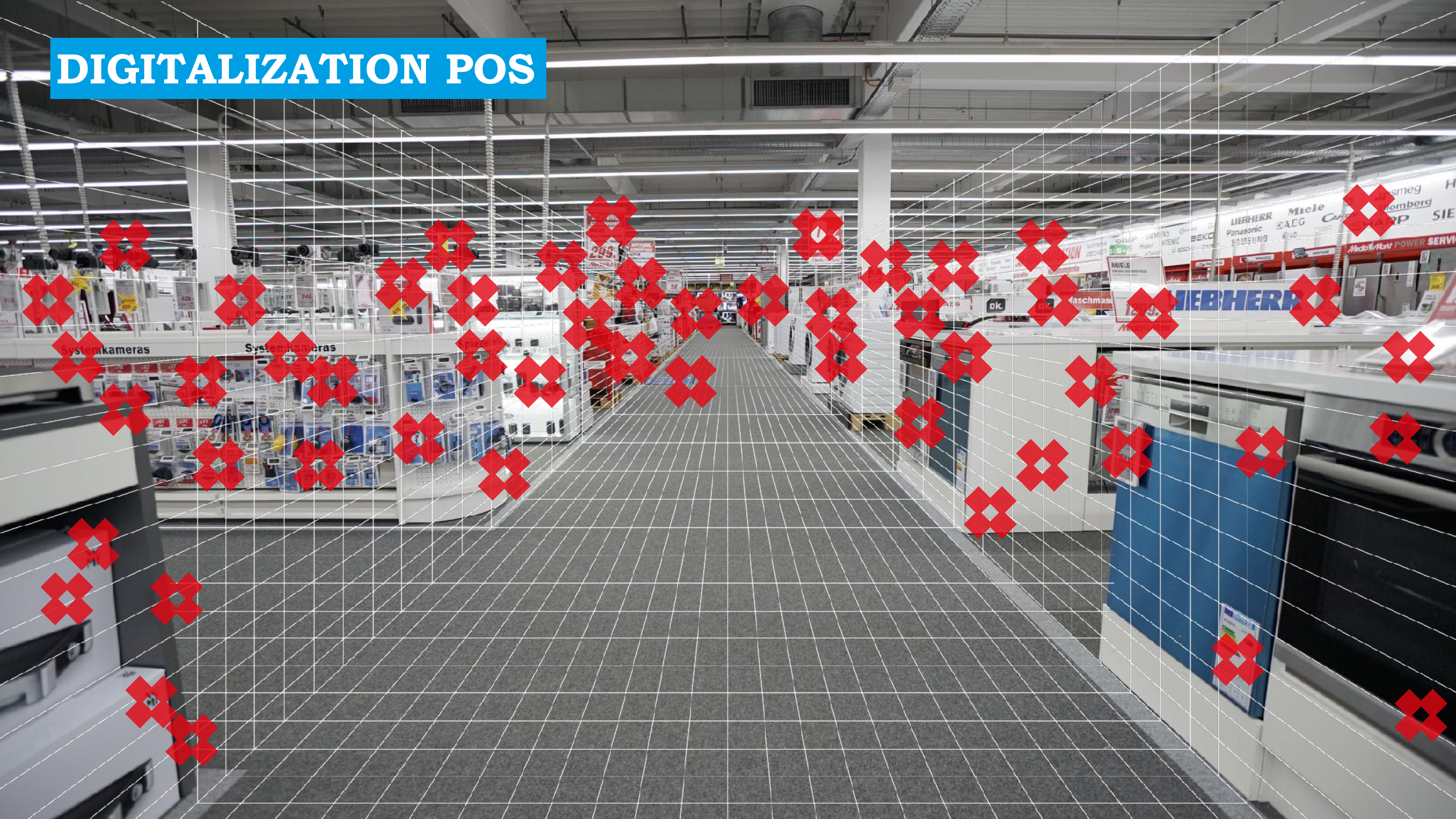
**WITH THINGS**

We Try Fast, We Fail Fast  
And We Adjust Even Faster

”



# DIGITALIZATION POS



# ELECTRONIC SHELF LABELS



**KRUPS**  
**KP 2205 DOLCE GUSTO MELODY 3 ROT**  
**ESPRESSO-KAPSELMASCHINE**

Füllmenge Wassertank:	1.3 Liter
Gehäusematerial:	Kunststoff
Gerätetyp:	Espresso-Siebträgermaschine

Wiederholungspreis **97.99**

Art. Nr.: 7569491

Electronic shelf label for a product, showing a blurred view of the label's content.


Electronic shelf label for a product, showing a blurred view of the label's content.

Electronic shelf label for a product, showing a blurred view of the label's content.

Electronic shelf label for a product, showing a blurred view of the label's content.

Electronic shelf label for a product, showing a blurred view of the label's content.

# IN-STORE NAVIGATION EINDHOVEN/NETHERLANDS

powered by 



3. Scan met de app de barcode op de prijskaart



2. Scan met de app de barcode op de prijskaart

SMART BAR



MediaMarkt  
PHILIPSSPUS6501/12

## WAAR VINN IK WAT?

<b>2E ETAGE</b> KASSA SERVICE CENTER FINANCIERING & ZAKELIJK PICK UP ONLINE AANKOPEN KOFFIE & THEE	BEAUTY & HEALTH HUISHOUDELIJK & CLEANING KOKEN KOELEN & VRIEZEN WASSEN & DROGEN	<b>3E ETAGE</b> MUZIEK & FILM BEELD & GELUID CAR HI-FI NAVIGATIE
<b>BEGANE GROND</b> KASSA MARKET PLACE ACTIVE	MOBILE SAMSUNG WORLD VERLICHTING	<b>1E ETAGE</b> COMPUTER & ACCESSOIRES APPLE SMARTBAR GAMING SMART LIVING FOTO & VIDEO


## OMRUILEN

Niet tevreden met uw aankoop?  
De meeste producten kunnen probleemloos worden geruild.

- Binnen 14 dagen.
- Compleet en onbeschadigde verpakking.
- Op vertoon van originele kassabon.
- Niet goed? Geld terug.

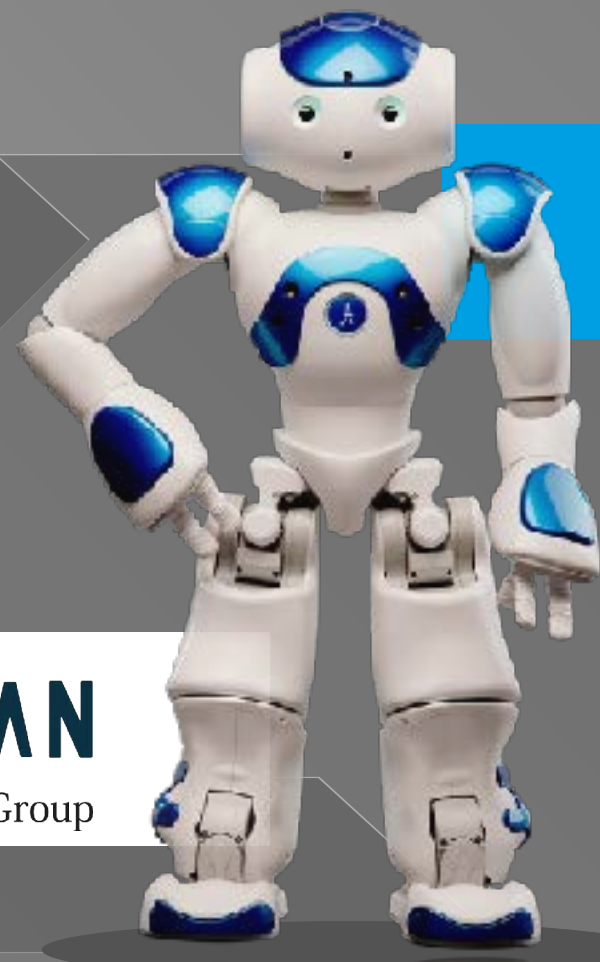
PAUL



powered by  UNITY  
ROBOTICS

reta  
europe

Best  
Customer  
Experience  
2017



**TOM**



**CRUZR**



**PAUL**



**PEPPER**



# AR ASSISTANT PAULA

## » SATURN HOLOTOUR

powered by Innoactive®

➤  
Richten Sie Ihren  
Blick auf diese Fläche,  
um zu starten.  
➤



# SATURN

reta  
europe

Best  
Customer  
Experience  
2018

# VR SHOPPING @ VIRTUAL SATURN

powered by **Innoactive**®



**ASUS**  
Transformer Notebook

★★★★★

**359.-** 

 Auf die Merkliste

powered by Innoactive.





# SATURN EXPRESS

EUROPE'S FIRST CHECKOUT-FREE CE STORE

INNSBRUCK/AUSTRIA

SATURN EXPRES

MEHR ZEIT  
SPAREN!

1. APP DOWNLOADED  
(ANDROID, IOS)

2. ZAHLUNGSART AUSWÄHLEN  
(KREDITKARTE, PAYPAL)

3. PRODUKT-CODE SCANNEN

4. PER SMARTPHONE BEQUEM  
AM REGAL ZAHLEN



JETZT MIT EXPRESS-APP ZAHLEN!

DU KANNST SCHNELLER MEHR.

SATURN EXPRES

ÖFFNUNGSZEITEN

MONTAG	09:00 - 19:00
DIENSTAG	09:00 - 19:00
MITTWOCH	09:00 - 19:00
DONNERSTAG	09:00 - 20:00
FREITAG	09:00 - 20:00
SAMSTAG	09:00 - 19:00



Alle Infos auf [www.saturn.at/expr](http://www.saturn.at/expr)

DU KANNST SCHNELLER MEHR.

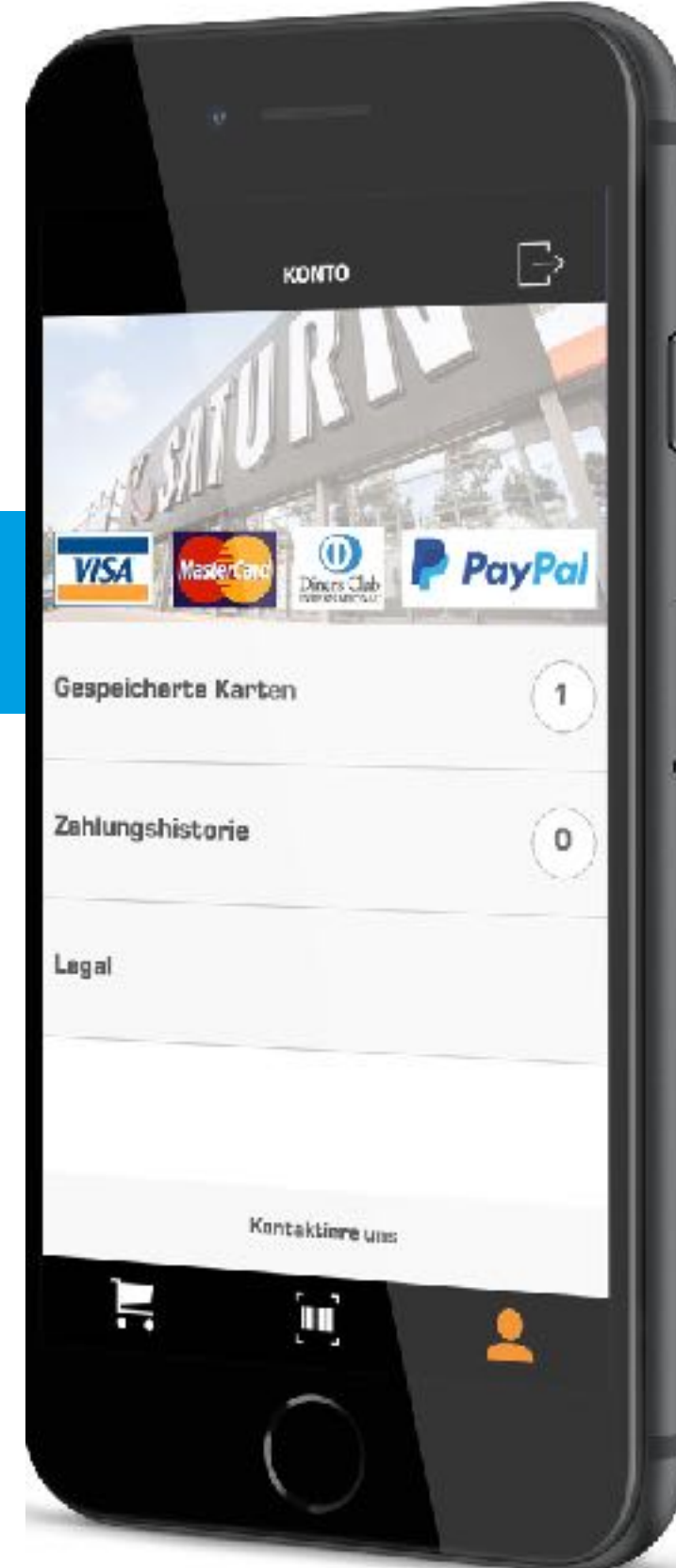


**SCAN**



+

**PAY**



+

**LEAVE**



**SATURN EXPRESS**



# ACCELERATING SPEED IN TECHNOLOGY



A woman wearing a VR headset is seated on a motion simulator, which is tilted upwards. She is holding a controller. In the background, a group of people is gathered in a modern, well-lit exhibition space. A large green circle highlights the woman on the simulator. The text 'Retailtech Hub' is overlaid in large white letters with a black outline, centered over the green circle.

# Retailtech Hub

powered by  
**MediaMarktSaturn**  
and  
**PLUGANDPLAY**



Open Innovation Platform



Founded

Aug '17

Batches

2

Startups

21

Pilots

20

**EXISTING ECOSYSTEM**



**FOUNDING PARTNERS**

**MediaMarktSaturn**

**PLUGANDPLAY**

**ANCHOR PARTNERS**

**SCHWARZ**





**LET'S INNOVATE**

**RETAIL**

**MediaMarktSaturn**  
Retail Group