

A first in Europe

A major innovation in retail

Internity and AFTER-MOUSE.COM: The first French telephony and multimedia brand to use the Microsoft® Surface® touch table in stores!



Internity, European leader in telephony and multimedia products and a subsidiary of Groupe Avenir Telecom, today exclusively announced the first public launch of the Microsoft® Surface® touch table in Europe.

For the first rollout, five points of sale in France will each have one touch table: Marseille Plan de Campagne, Narbonne, Toulouse Gramond, Evry and Lyon Part Dieu.

This technological innovation will allow one or several users to interact directly with the interface with a simple touch. They will be able to discover all of the brand's products and compare them, change their colour on the spot, access their detailed specifications (with photos, 3D images, videos and related products), navigate its website and even select their next purchases with their membership card before checking out.

With this application, Internity has positioned itself among the world's most innovative service brands. *"For a number of years, Internity has continued to experience uninterrupted growth and to open new stores across Europe. This innovation is a symbol of the dynamism and creativity of the brand that seeks to constantly offer new services to clients"* says Norbert Djefal, operations manager at Internity France.

Multi-touch and multi-user, this ludic tactile application developed by AFTER-MOUSE.COM, European leader in the development of tactile applications, uses all of the options of Microsoft® Surface®. For example, its object recognition function, specific to this technology, allows it to immediately open the detailed product specifications of a telephone when it is set down on the table, but also to open the user area by using the loyalty card or each product category using associated keys represented by cubes. Each item has a small self-adhesive tag that allows them to be recognised by the table.

“We are very happy that Internity has chosen Microsoft® Surface® to develop its sales strategy and offer its customers new ways of accessing information and making purchases. The considerable advantage of this tactile technology lies in its intuitive and participatory aspect that allows several people (retailers and clients) to come together to enquire, exchange and collaborate”, explains Olivier Bessières, commercial development manager of Microsoft® Surface® in the EEA.

Already available across the Atlantic through a major telephone retailer, this tactile table has been a resounding success, resulting in a significant increase in traffic, sales, turnover and a major impact on the brand image. With this tactile application, Internity plans to be equally successful by offering its clients a cutting-edge application.

“We have devised an application that can be “multi-user”, highly functional, ergonomic and intuitive while at the same time remaining highly sleek. The challenge was to create an easy access solution adapted to all customer profiles and, in particular to live up to the magic and infinite capabilities of Microsoft® Surface®. We believe that the gamble has paid off!” says Nicolas Chaillan, chairman and managing director of AFTER-MOUSE.COM.

About Internity

Internity is the direct distribution brand of Avenir Telecom, one of the largest retailers of mobile telephony products and services in Europe. The group sells mobile phones, subscriptions and accessories directly to the public through its network of 650 stores under the Internity brand name (direct distribution) and to a clientele of hypermarkets and independent retailers (indirect distribution).

Avenir Telecom employs more than 3,000 people in 6 countries: France, the United Kingdom, Spain, Portugal, Romania and Bulgaria.

In France, Internity has 180 points of sale in shopping centres and city centres across the country as well as an e-commerce site (www.internity.fr) that offers a wider range of products and reductions.

About AFTER-MOUSE.COM

A subsidiary of SOFTAKT, AFTER-MOUSE.COM is an SAS with capital of €100,000. Specialising in the development of customised multi-touch and multi-user tactile applications across platforms (screens, tables such as Microsoft® Surface® and touch walls), AFTER-MOUSE.COM is present across Europe (France, Belgium, the United Kingdom, Switzerland, Italy) but also in the United States, Argentina and Morocco.

Chaired by Nicolas CHAILLAN, AFTER-MOUSE.COM is an official partner of Microsoft (BizSpark, IdEES, Microsoft® Surface® Strategic Partner) and nsquared (a firm that specializes in the development of applications on Microsoft® Surface® based in Australia and headed by Dr. Neil Roodyn, the head of Microsoft Australia). Its aim is to be the European leader of the tactile era thanks to its technical expertise, but also to its capacity for anticipation and innovation.

“Yes, we touch”, “When are you going to touch?” “Let’s create your tactile era!”

More information can be found at www.after-mouse.com



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