

turer needed to have a wide range of different format screens available. What is more, the monitor may need to be installed some distance from the PC, a requirement that only a handful of manufacturers can fulfill.

The 30-inch and 40-inch screens from NEC Display Solutions currently being used in pharmacies, which have already proved themselves in many different scenarios, fulfill all these requirements. They are characterized by a high level of brightness in varying degrees of ambient light, a very wide horizontal and vertical viewing angle of 170 degrees and a high resolution, which all guarantee outstanding clarity in standard pharmacy conditions - not only for static pictures but also for moving images. "Picture in Picture Mode", which can be adjusted remotely, permits the simultaneous display of two different signal sources - information from a PC and a video signal, for example.

In the past, the positioning of monitors has caused a great deal of difficulty: The display had to be close to the signal source, i.e. near the PC, otherwise there would be a loss in picture quality. This is not the case with Public Displays from NEC Display Solutions. The CableComp function developed by NEC Display Solutions automatically compensates for any possible loss in signal, enabling screens to be installed up to 100 meters away from the signal source. Pharmacies are therefore completely free to choose where they want to position their monitors as well as their PCs.

In addition to their technical features, the displays are characterized by their long usable lives and lower running costs: Low power consumption, a high degree of reliability and simple controls using an RS-232C interface guarantee a low TCO

(Total Cost of Ownership). Added to this is a three year guarantee and easy operation: all the pharmacist has to do is switch the display on and off, no further adjustment is needed. This is particularly important, since the majority of displays are integrated into the pharmacy's fittings: the flexible installation options for NEC Displays allow them to be free-standing, wall or ceiling-mounted or built in to shop-fitted units.

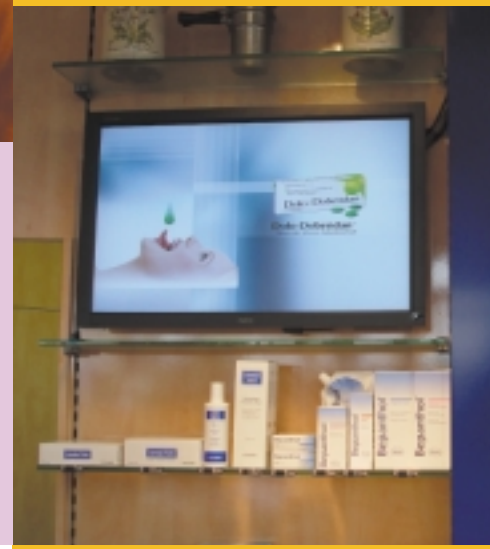
This complete solution has been successfully installed in many pharmacies in the Berlin area and, for the first six months alone, the provision of a further 500 NEC LCD 3000 models and 100 NEC LCD 4000 models is already planned. Depending on the amount of space and conditions within each pharmacy, complete installation, which is carried out by the same firm throughout Germany, takes between three and eight hours.

"Unlike any other advertising media, pharmaTVision offers the opportunity to appeal directly to pharmacists' customers in a targeted manner and to be constantly up-to-date. Customers appreciate the informative and entertainment value of moving images and pharmacists are registering positive feedback and an increase in sales. Since the information is supplied without sound, it does not interfere with a pharmacy's normal business. The decision to choose screens from NEC Display Solutions has proved well founded: the price is commensurate with performance, the picture quality is outstanding, operation is very easy and completely maintenance-free. We have not had a single problem so far. In addition, there is the flexible design of the display, which easily blends in with any environment", says Werner Munkelt, The Managing Director of Munkelt Medien, providing a positive assessment of the first year and a half.



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pharmaTVision

DIRECT AT THE POINT-OF-SALE: PHARMACIES TELL THEIR CUSTOMERS ABOUT UP-TO-DATE OFFERS USING NEC PUBLIC DISPLAYS

21,000 pharmacies guarantee the nationwide provision of medicines in Germany. However, sales of prescription drugs only represent part of their business: non-prescription medicines and health products are responsible for the majority of their turnover.

Retail pharmacies as well as pharmaceutical wholesalers are confronted with the task of informing their customers about these products. Thus far, the most important advertising media have been magazines and television, which provide information about products but not about individual pharmacies and what they can offer their customers. In the face of increasing competition, many pharmacies have expressed the desire for more bespoke information direct at the point-of-sale.

Munkelt Medien, a publisher of specialist magazines and new media, has developed a solution which perfectly fulfils this need - **pharmaTVision**. Thanks to large format LCD-Displays in individual pharmacies, customers are provided with targeted information about new products or special offers and given health tips, by means

of an individual point-of-sales solution in every pharmacy. The content is transmitted on-line to pharmacies every 24 hours. This ensures that it is always up-to-date and provides the customer with more information than other systems which provide the pharmacy with a monthly update in the form of a CD. Furthermore, pharmacies have the option of adding their own customer information to the 10 minute adverts that are transmitted online.

The greatest challenge in developing this solution was to choose the most suitable display. The lighting conditions in pharmacies convey a feeling of health and expertise to their customers, normally achieved by means of bright lighting and white decor. Any display solution, therefore, must produce a perfect picture even in very bright surroundings. A large number of pharmacies are relatively small which meant that the optimum position for a display was not easy to find. To compensate for this, a screen with a large viewing angle was needed. Differing amounts of space in pharmacies also made it necessary to provide various alternative display sizes, meaning that the monitor manufac-

