



New Supermarket chooses Panphonic sound technology

In close cooperation with retailer entrepreneurs and other partners, Kesko produces retail and wholesale services that are highly valued by customers. Kesko operates in Finland, Sweden, Norway, the Baltic countries and Russia and has about 2,200 stores engaged in chain operations in seven countries. Kesko has seven Business Divisions ranging from groceries to car sales. The K-Group, that is Kesko and its K-stores, has approximately 50,000 employees in all.

Panphonic and Kesko have now completed the pilot installation at Supermarket Seilori. The new supermarket Seilori opened in December 2006 and is a highly modern facility with friendly customer service and a large range of goods.

Seilori spends great effort to serve their customers. New technologies have been used extensively in Seilori to increase customer satisfaction. With this goal in mind, Finland based Panphonic Oy installed their patented directional audio sound signs to ensure customers around the store can receive important information and provide entertainment for those in queue.

Panphonic Sound Signs have been installed in the Welcome area and power aisle to create long directional sound corridors that wish customers welcome and inform them of current offerings and events. The whole entrance area was covered by a single Sound Sign.

Another Sound Sign was placed in the neighborhood of the monitors just in front of the cashiers for "Check out TV". While customers are waiting for their turn to go to the cashiers they will be entertained and informed of upcoming events, offers as well as happenings in and outside the market.

The surface of the loudspeaker has also been purchased for an advertisement for Veikkaus sports betting service. This ad is placed on the signs surface where it is easily visible and does not affect the audio quality in any way.

Seilori is now testing different approaches on how to combine media and visual image on their new sound screens and sound signs to increase sales and customer satisfaction. Having the addition of sound to their digital signs gives them a much greater range of options when creating media to present to their customers.

Kesko Concern is the most versatile provider of trading sector services in the Baltic Sea area.

More info from:

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Kesko Oy
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seilori