

Clear Touchscreen Choice for DVD Rental Kiosks in Varying Self-service Environments

The Application

The self-service industry continues to expand its point-of-purchase offering to include kiosks that handle increasingly complex transactions, such as DVD rental systems with enhanced graphical touchscreen interfaces. Traditionally, these high-end DVD dispensing systems have been limited to indoor or well-sheltered locations in airports and retail stores. But as retailers seek to tap into a consumer market that boasts greater than 375 million DVD rentals each year, placement of these highly interactive DVD rental kiosks is extending to more challenging outdoor environments for touchscreen technology.

The Problem

A major DVD rental company wanted to increase the availability of its rental machines in high-traffic, exterior store locations, as well as in possible vandal-prone areas. The company needed a rugged, reliable touchscreen solution that could withstand exposure to all types of environments – hot and humid or cold and moist – as well as enhanced protection, durability, and resilience for attempted vandalism situations.

The company undertook a comprehensive evaluation and testing program of available touch technologies in search of the most appropriate environmental solution for their application. The company sought a single touchscreen solution to create a single product that was applicable for all their environmental locations in varying regions around the world. This standardization would help to streamline their product roll out and contribute to better product positioning, branding, and consumer interaction/loyalty. Most importantly, the company sought to minimize its service requirements and machine downtime that can affect the customer experience, customer usage, and profitability of each installation site.

The Solution

The 3M™ MicroTouch™ System SCT3250EX (see figure 1), based on 3M Surface Capacitive Technology (3M SCT), was selected by the company as the best touchscreen solution for its deployment in traditional, as well as harsh exposure, retail environments. The SCT3250EX touch system has the reputation among original equipment manufacturers as a preferred robust and reliable touchscreen solution for unsupervised public access environments.

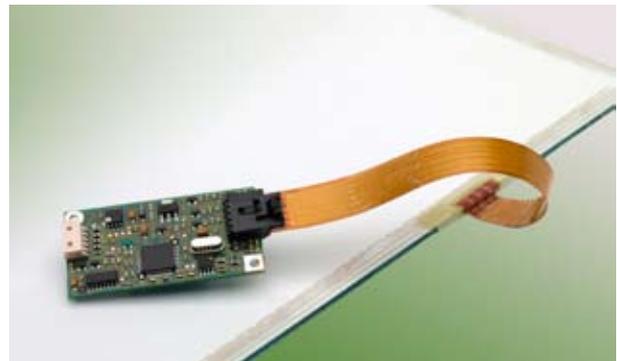


Figure 1: 3M™ MicroTouch™ System SCT3250

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Figure 2: 3M™ MicroTouch™ System SCT7650EX

For the vandal-prone installations, the company was able to offer retailers the same touch technology solution that featured the 3M™ MicroTouch™ System SCT7650EX (see figure 2) for enhanced touchscreen protection. The SCT7650EX touch system is a shatter-resistant, laminated-glass solution with all the performance characteristics of the SCT3250EX touch system.

Another key feature that 3M surface capacitive technology provides is 3M proprietary coatings. The 3M anti-glare coating enhances the user experience by scattering the reflective ambient light that would normally be seen as a glare on the screen. The 3M scratch-resistant coating helps prolong the aesthetics and longevity of the touchscreen by creating a smoother glass surface so that potential scratch-inducing objects tend to slide across the touchscreen surface and not scratch the surface.

Also, because of its "all glass" sensor construction, the company was able to optically bond the SCT3250 sensor directly to the LCD display and achieve the clear and high-contrast optics needed in their varying retail environments, which included overcoming the bright ambient light found in retail stores and the strong indirect sunlight common in exterior retail locations.

The Result

The DVD rental company has been able to rapidly deploy robust and graphically-intuitive interactive DVD rental kiosks in high-traffic locations. As the company's locations multiply, the 3M solution can help minimize service calls for non-functioning machines, which can help improve operation costs and maximize income potential.

In addition, the 3M touch solution can help this DVD rental company to improve site-to-site profitability of their machines through reduced customer frustration, higher customer usage and loyalty, and more satisfied site location management.

Working to meet the challenging needs of emerging markets, 3M has helped enable the successful expansion of a new standard for ruggedness, optical clarity, and user interactive performance in the DVD kiosk rental market.

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