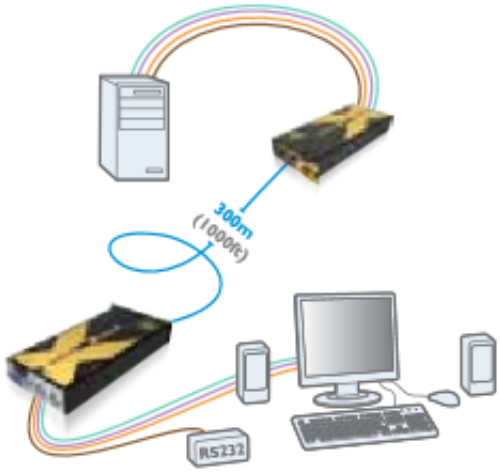
T-Mobile Retail Service

The new T-Mobile ‘Retail Service’ concept to be launched in T-Mobile stores across the Netherlands



T-Mobile Retail Service

CHALLENGE

The new T-Mobile ‘Retail Service’ concept to be launched in T-Mobile stores across the Netherlands resulted in ambitious requirements to deliver up-todate information and advice about T-Mobile products to customers via touch screen monitors.

These concept requirements were translated into the development of four Multi Media Experience (MME)

Applications:		
• T-Zones demo:		

Gives the customer a look and feel of T-Zones, the T-Mobile internet portal on mobile phones • Knowledge Point: An interactive tool to answer shop visitors questions regarding T-Mobile services • Belwijzer: An interactive tool to help customers decide on the best combination of handset and rate plan to fit their needs • Freezones: PC system facilitating a web browser to access T-Mobile related internet sites All T-Mobile stores use a network to connect to retail head quarters, enabling the most up-to-date information to be available to all stores at all times.		

SOLUTION

Looking at the hardware required to deliver the MME Applications, T-Mobile decided to use Personal Computers in a secure, air-conditioned area in the back office, with touch screens and keyboard/mouse functionality in the shop.

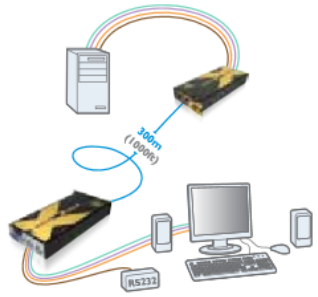
This setup results in a large distance between the PCs and the touch screen monitors, requiring the extension of standard PC communication protocols like VGA, PS/2 and RS323.

To overcome this, T-Mobile tested several options for transporting video, audio and keyboard/mouse signals over large distance. It was imperative that thevideo quality was excellent. Touch screens have the additional challenge of a serial connection which requires a continuous signal. Adder X2-Gold CAT 5 extenders proved to be the best solution by far.

Looking at the hardware required to deliver the MME Applications, T-Mobile decided to use Personal Computers in a secure, air-conditioned area in the back office, with touch screens and keyboard/mouse functionality in the shop.

This setup results in a large distance between the PCs and the touch screen

monitors, requiring the extension of standard PC communication protocolslike VGA, PS/2 and RS323. To overcome this, T-Mobile tested several options for transporting video, audio and keyboard/mouse signals over large distance. It was imperative that thevideo quality was excellent. Touch screens have the additional challenge of a serial connection which requires a continuous signal. Adder X2-Gold CAT 5 extenders proved to be the best solution by far.

		***RESULT*** T-Mobile opened its first service point in Nijmegen in August 2004, and has since opened up another 7 stores in the Netherlands. It is anticipated that furthershops will be opened throughout 2005 and beyond using X2-Gold CAT5 extender solutions from Adder Technology. From the visitors’ point of view, they are provided with a seamless solution which gives them credible information to make the right choice of T-Mobile products.

ABOUT T-MOBILE

T-Mobile, the worldwide mobile network, has 2.3 million customers in the Netherlands (December 31st, 2004) and holds the number 3 position in the Dutch market. T-Mobile offers products and services for both consumers and business users. T-Mobile Netherlands is a part of T-Mobile International, one of the leading mobile communication companies in the world. As one of the three strategic pillars of Deutsche Telekom, T-Mobile concentrates on the most dynamic markets in Europe and the Unites States.

ABOUT AdderLink X2 Gold

The AdderLink X2-Gold, (part of the AdderLink X Series range), extends very high quality video, keyboard, mouse, transparent, high speed RS232 and digital audio up to 300m (1000ft) over Category 5 or higher UTP cable. The AdderLink X2-Gold has been designed to provide industry leading video clarity, audio quality, compatibility and high rack densities.

Dual access versions provide local KVM access at the computer for local as well as remote control.

FEATURES:

Video performance

Industry leading resolutions of 1600x1200 are achievable at 200m/650ft and 1280x1024 at 300m/1000ft.

Video compensation

The AdderLink X2-Gold applies a high level of signal compensation that allows for a greatly increased range of very smooth and fine adjustments.

Emulated DDC

Unless an extender actively supports DDC some well-known high performance video cards cannot be used at high resolutions. The AdderLink X2-Gold fully supports DDC.

Brightness control

The AdderLink X2-Gold offers its own brightness correction to ensure that the image is crisp, clear and bright, regardless of the distance.

Audio

Digital audio transmission delivers high fidelity; click less stereo audio for speakers and microphones.

Integrated DeSkew

The AdderLink X2-Gold has integrated skew correction with a 300MHz bandwidth, meaning that it is more than powerful enough to counteract the negative effects of the skew.

Rack options

Both transmitter and receiver units can be used stand-alone or up to 16 units can be mounted into a 2U chassis.