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Displays und Preisangebote beeinflussen die Kaufentscheidung am PoS am stärksten. Während die Großfläche das meist genutzte Marketing-Tool am PoS ist, werden digitale Medien wie interaktive Kiosksysteme und Touchscreen-PCs für Hersteller und Werbetreibende immer wichtiger. Der Handel ist die wichtigste Branche für PoS-Maßnahmen, Innovationstreiber die Lebensmittelbranche.

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