

Contact

Visitor Centre

real,- Future Store

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real,-
Future Store
store map



Experience the future: our innovations

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Dear customers, dear guests,

Imagine a hypermarket designed to meet your every need. A store where the friendly, personal service is rounded off by extensive product information. A shopping environment that appeals to all your senses, and where it's up to you how fast you pay at the checkout.

The real,- Future Store makes this vision a reality. We are testing new technologies and concepts here that will make your shopping experience richer, more convenient and more informative. This store guide will help you find the most important innovations. Have a look around, and discover the shopping experience of tomorrow at the real,- Future Store.

We wish you an enjoyable and fascinating visit!

Your
real,- Future Store Team



Address

real,- Future Store
Höhenhöfe 19
47918 Tönisvorst
Germany

To find us using a navigation system, please enter the address Vorster Straße 224, 47918 Tönisvorst.

Directions

Take the A44 motorway. Exit at junction Münchheide (23) and travel towards Münchheide/Anrath/Tönisvorst. Remain on this road for approximately 6.2 kilometres in the direction of Tönisvorst. Take the second exit at the roundabout, Höhenhöfe, and turn right at the second opportunity.



Experience

Mobile Shopping

A mobile phone becomes a Mobile Shopping Assistant (MSA). This high-performance combination of hardware and software helps to make sure your shopping trip is a success. First it helps you to write your shopping list, then it shows you the way to the items in the store. It even enables you to pay faster at the checkout. Try it out: you can borrow a Mobile Shopping Assistant from the Telekom Shop or the Future Store Information counter. Alternatively, you can download the software straight onto your mobile by SMS. For more detailed information, go to <https://handy.future-store.org>. If you have an iPhone, you can also download an app from real,- which offers you access to a shopping list, a store finder, current offers at your local store and even a cookery show.

Sports Department

At the real,- Future Store, you can test sports and leisure gear before you make a purchase – and you get all the professional advice you need. Information terminals provide additional product details. Another highlight is the ambient

sound that is projected into selected areas of the department to create different sound environments. The basis for this is an in-store radio channel created especially for the Sports Department.

Fish Market

As soon as you approach the Fish Market, innovative technologies provide stimulation for all of your senses. For example, the interactive floor, a projection system that reacts to movement. Ambient scenting gives the entire department an appetising touch of herbes de Provence with a hint of lime. This is complemented by ambient sound, which provides an ocean soundscape for a relaxing shopping atmosphere.

Wines & Spirits World

An extensive selection, professional storage methods and a rustic atmosphere to enhance the tasting experience – these are some of the highlights of the Wines & Spirits World. Fine vintages are kept at precisely the right temperature in the climate-controlled wine cooling cabinet. Selected bottles are available for

sampling at the wine tasting counter. Over 18s can obtain a free tasting card from the service centre. Simply use this to prove that you are of legal age.

Information

The Master Butcher

A large window allows you to see how sliced meat is prepared at The Master Butcher shop. Around 20 different types of sliced meats are prepared in the curing oven. You can buy snacks to eat on the spot at the hot food counter. The Master Butcher combines traditional trade skills with innovative technologies. For example, radio frequency identification (RFID) helps to automatically monitor stock levels and the best-before dates of goods. And that means the products you are looking for are always available in sufficient amounts, and high quality is guaranteed.

beauty & more

The beauty & more department has a welcoming, relaxing atmosphere. It boasts an extensive range of products – from phar-

macy items and cosmetics to electric toothbrushes. Use the skin care Information Terminal to identify your individual skin type and be shown a list of suitable products. You can also choose to receive a printout of the recommendations at the end.



Convenience

Fresh Food & Convenience

This is the place to come for convenience foods from our own brand real,- QUALITY. The self-service coffee shop right next to the Fresh Food & Convenience department offers customers a range of revitalising coffee specialities from cappuccino to latte macchiato. You can also go online using one of our PCs or your own laptop at the Wi-Fi hotspot.

International Specialities

Our new range of International Specialities is located next to the self-service coffee shop. Discover all kinds of culinary treats from all around the world – from Indian curry paste to black lava salt from Hawaii. The range comprises approximately 1,000 products from Australia, China, France, Greece, India, Indonesia, Italy, Japan, Korea, Poland, Russia, Spain, Thailand, Turkey, the USA and Vietnam.

Fruit & Vegetables

In this department you'll find not only a wide range of exotic fruits but also organically produced fruit and vegetables, ready-to-eat salads and freshly squeezed fruit juices. Try out some of our selected specialities on the spot! What's more, a recipe terminal will suggest the perfect dish for any occasion – just use the touch screen to type in your requirements. You can also select special recipes for allergy sufferers which only use gluten-free products, for example. In no time at all, you will receive a printed list of all the ingredients you need. A second recipe terminal can be found near the fish market.

Checkout Area

In the real,- Future Store you can choose between conventional checkouts, Self-Checkouts where you scan your own purchases, and Express Self-Checkouts with separate payment. At each you can pay by cash or by credit/debit card.

Further innovations

Innovation Guides

The real,- Future Store features the two mobile robots Ally and Roger who are there to explain the various innovations to you. If you have a question, simply approach one of them.

Coupons

If you own a Payback card, you can call up paperless coupons at the Information Terminals and collect points easily. You will be credited with the bonus automatically at the checkout.

360° Display

This is what the advertising pillar of the 21st century looks like: the wraparound screen of the 360° Display presents a weekly information programme in top digital quality.

If you would like to find out more about the innovations, ask for our in-depth information brochure at the Future Store information counter.

Reverse Vending Machines

The new reverse vending machines at the real,- Future Store accept all types of returnable containers – from bottles and cans to entire drinks crates. There are sinks next to the reverse vending machines so that you can wash your hands or empty any remaining liquids out of the bottles.

Multimedia Terminal

At the Multimedia Terminal in the real,- Future Store, you can try out music CDs, audiobooks, films or computer games. Headphones or the system's own ambient sound provide excellent audio quality.

City-Light-Poster with Bluetooth capability

At the City-Light-Poster by the entrance, you can download free software onto your mobile phone, such as games, ringtones or coupons. Simply stand in front of the poster and activate the Bluetooth function on your device. Wait a moment and then follow the instructions on the screen.