

Dear customers,
dear guests,

Imagine a hypermarket designed to meet your every need. A store where the friendly personnel service will be completed by extensive product information. A shopping environment that speaks 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



Experience the future:
our innovations

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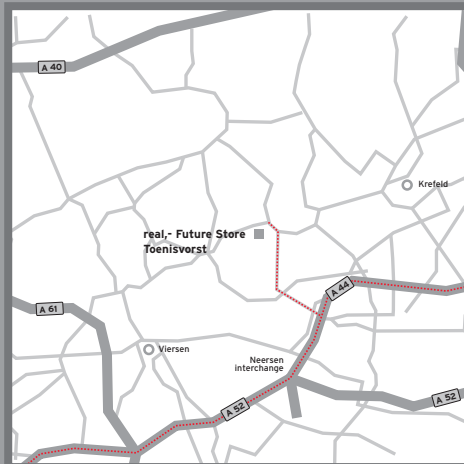
Address

real,- Future Store
Hoehenhoefe 19
47918 Toenisvorst
Germany

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

Directions

Take the A44 highway. Exit at the junction Muenchheide (23) and travel toward Muenchheide/Anrath/Toenisvorst. Remain on this road for approximately 6.2 kilometers in the direction of Toenisvorst. Take the second exit in the traffic circle, Hoehenhoefe, and turn right at the second opportunity.



Further innovations

Innovation Guides

The real,- Future Store features two mobile robots 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 easy. 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 program in top digital quality.

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.

Multimedia Terminal

At the Multimedia Terminal in the real,- Future Store, you can try out music CDs, audiobooks, movies 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 for example a free ringtone for your mobile phone. Simply activate the Bluetooth function on your device and follow the instructions on its display.

Photo Center

Fast service and high quality: simply hand over your digital pictures at the Photo Center before you start shopping and you can pick up the prints to take them home in about an hour.

Contact

Visitor Center
real,- Future Store
Hoehenhoefe 21
47918 Toenisvorst
Germany
Hotline:
+49 (0)2 11.68 86-20 04
www.future-store.org

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



real,-
Future Store
store map



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 at the Telekom Shop in the real,- Future Store.

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 specially 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 appetizing touch of herbs of Provence with a hint of lime. This is complemented with 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. To verify that you are of legal age, simply insert your debit card or health insurance card into the system.

Information

The Master Butcher

A large-format window allows you to see how slice 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

In the separate Beauty & More department you will find a wide range of products – from drug store items and cosmetics to electric oral hygiene products. The Skin Care Information Terminal will help you to identify your individual skin type and provide suggestions for suitable care products. The Beauty Terminal offers a similar service. And the Hair Color Assistant even helps you select the hair coloring that's right for you.

Convenience

Fresh Food & Convenience

Here you can choose from a range of convenience foods, including the newly developed "my fresh food menu." You can also stop for a break at the Bistro and treat yourself to one of our specialty coffees.

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 specialties on the spot!

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, by credit/debit card or – as a registered customer – by fingerprint. In the future you will also be able to pay by mobile phone.