



Press release

Malmö, 24<sup>th</sup> March 2015

## **Nada Yada delivers in-store multi-touch displays to retail chain Hemtex**

*Swedish interactive technology company Nada Yada announced today their cooperation with retail chain Hemtex to deliver state of the art in-store multi-touch experiences nationwide. Large format interactive displays are making big waves in the retail industry, merging traditional in-store experiences with online shopping.*

Malmö-based Nada Yada specializes in creating interactive marketing experiences within the retail, corporate and exhibition segments. Using an interactive table or wall, customers can interact with the products and get an immersive brand experience. Large format touch displays bridge the gap between E-commerce and traditional in-store sales, a vital component for a true omni-channel strategy. Hemtex have engaged with Nada Yada based on this realization, to better connect with their customer base. Nada Yada have delivered the initial displays installed in Hemtex prime location stores, which will be followed by larger roll-out during 2015 to a majority of their outlets.

Christian Johnsson, CEO Nada Yada says: "We are very excited and proud to support Hemtex realizing their strategy. We have the know-how and high performance products to meet the increasing demand in these environments."

After technology trials, Hemtex chose to base their solution on Nada Yada's multi-touch displays using cutting edge multi-touch technology from FlatFrog. A perfect fit to ensure high performance touch to meet customer usability expectations combined with unprecedented optical clarity for stunning product presentations.

Martin Richardsson, e-commerce manager at Hemtex commented: "After trialing a more basic touch solution, we realized through our discussions and support from Nada Yada, the importance of combining performance hardware and software to ensure a successful roll-out to reach our goal of an immersive customer experience in our stores. Thanks to the team at Nada Yada we feel 100% confident going into this project, and we are excited to give our customers the possibility to interact with our brand in-store in new and exciting ways."

### **For more information, please contact**

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**About Nada Yada AB**

Nada Yada is a Malmö based consultancy company, specializing in touch and other interactive technologies that can create new marketing experiences. The company was founded in 2008 and all employees have thorough experience from interactive technology companies in Sweden and internationally. Read more at [www.nada-yada.com](http://www.nada-yada.com).

**About Hemtex**

Founded in 1973, Hemtex is the leading textile retail chain in the Nordic region, with more than 160 physical stores in Sweden, Finland and Estonia. Read more at <http://www.hemtex.se>.