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THE STORE MAKERS

**PRESS RELEASE**

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## **umdasch The Store Makers develops innovative pillars for Audi and Volkswagen**

**In order to raise the customer experience in the showrooms of the Audi and Volkswagen brands to a new level, umdasch The Store Makers has developed modern digital vehicle information pillars in collaboration with the renowned car manufacturers. Thanks to the harmonious interplay of functionality and design, they set new standards in customer communication at the point of sale.**

The new information pillars in Audi and Volkswagen showrooms are a prime example of the symbiosis of technology and design. With their minimalist, elegant silhouette and integrated touchscreen, they fit perfectly into the showrooms of both car brands and reflect the modern, high-quality character of the brands and their vehicles.

At the heart of the development was the idea of creating a digital touchpoint that goes beyond simply providing information. In order to achieve the best possible result, Audi relied on the many years of experience of umdasch Digital Solutions. Together, they developed a hardware solution that is specifically tailored to the needs of automotive customers and puts them at the centre of attention. This not only optimises the shopping experience, but also improves the internal processes for vehicle labelling.

The information pillars offer customers a fun and intuitive way to learn about the latest vehicle models and their technical specifications. High-resolution screens and a user-friendly interface ensure a brilliant display and easy navigation. The dual-screen configuration – with an upper touch screen for interactive presentation and a lower screen for fuel consumption and CO<sub>2</sub> emissions information – gives customers a comprehensive look under the bonnet.

### **A step into the future of retailing**

With these innovative steles developed especially for Audi, umdasch The Store Makers underlines its position as one of the leading digital integrators in the German-speaking retail sector. “Our information pillars are an example of the future of retail. They combine state-of-the-art technology with appealing design to create a unique customer experience,” says Bernd Albl, Managing Director Digital Solutions at umdasch The Store Makers.

This innovation is also a testament to the flexibility and high quality of umdasch The Store Makers' largest production facility in Leibnitz, Austria. The headquarters of the umdasch Multistore Solutions business unit specialises in the production and logistics of comprehensive rollout projects and is also characterised by the

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highest quality standards in shopfitting. This is also where the high-precision series production of the pillars was carried out, which can already be seen in numerous Audi and Volkswagen showrooms throughout Europe.

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umdasch: rooted in craftsmanship, visionary in the digital world, always with a human touch and one goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for discerning customers. With their four business units - Multistore Solutions, Premium Solutions, Construction Solutions and Digital Solutions - they serve numerous areas of expertise ranging from Design Consulting & Value Engineering to Project Management, General Contracting and Shop Systems through to Digital Retail. With around 1,300 employees, umdasch is one of the leading shopfitting companies in Europe. The head office is located in Amstetten, Austria. Every year, the company realises over 7,000 shopfitting and 200 general contractor projects. Together with the Doka division, the Umdasch Group is active on five continents with over 170 production, logistics and sales branches. It has been owned by the Umdasch family for 155 years.

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