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EUROPE

Automatic success for Zürich Airport– 30/08/07

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By Jon Elphick

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"A fundamentally new and cost-efficient sales system for buying luxury and hi-tech products, without cash, and around the clock"

SWITZERLAND: CC Trust Group has unveiled what is claimed to be the world's first fully automated sales terminal at Zürich Airport.

At the heart of the system is the boxIN sales dispenser, which allows travellers to purchase items such as Swatch watches, Swarovski jewellery, mobile phones, digital cameras and accessories at any time of day.

The dispenser is designed to encourage last-minute purchases of souvenirs and gifts before passengers leave the airport, even when the stores are closed.

"The boxIN sales dispenser is a fundamentally new and cost-efficient sales system for buying luxury and high-tech products, without cash, and around the clock," said CC Trust Group Board President Claudio Cisullo. "We are very happy about the world premiere at Zürich Airport."

"This sales terminal extends the shopping experience by another dimension," added Zürich Airport Head Marketing Retail Patrick Graf. "It gives us the chance to sell hi-tech products in areas where it wouldn't be possible from an economic point of view if our retail partners had to operate with sales staff. Zürich Airport is the first boxIN location after the Jungfrauoch [a popular tourist location in the Swiss Alps]."

Further locations are planned, said Cisullo, who intends to have the terminals produced in Switzerland. They are said to be suitable for installation in airports, filling stations, hotels, stations, fast-food chains, motorway service areas and similar locations. The boxIN sales dispenser is CC Trust Group Ltd's own development.

Customers can buy or reserve items by credit card, in several languages, 24 hours a day. A large screen on the front of the dispenser informs passers-by or people waiting what the boxIN can deliver. Suitable for items such as mobile phones, iPods, watches, jewellery, digital cameras and general accessories, the boxIN sales dispenser occupies an area of just 1sq m and offers space for up to 350 products.

Present at the Zürich launch was former German Chancellor Gerhard Schröder, who participated in the boxIN presentation as a personal guest and friend of Cisullo. In a first expansion phase, CC Trust Group plans to launch the boxIN sales dispenser in Germany, Austria, Italy, Spain, France, the UK and Scandinavia.

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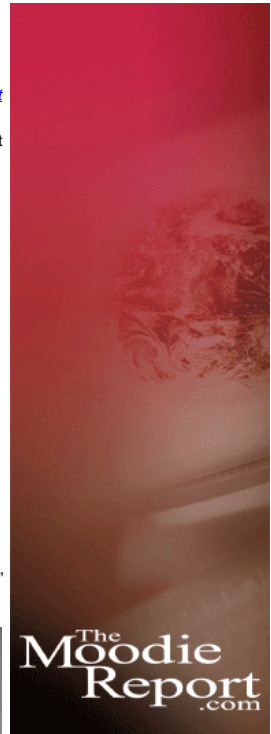
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(Left to right) André Doseé (Former CEO Swiss Int. Airlines and Gulf Air, Member of the Board CC Trust Group); Kurt Tenger (Member of the Board CC Trust Group); Claudio Cisullo (President & CEO CC Trust Group); Christian Bubb (CEO Implenia Ltd. & Member of the Board CC Trust Group); Gerhard Schröder (Former German Chancellor); Patrick Graf (Head Marketing Retail, Unique Zurich Airport)



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