

Quick Start items from MediaMarkt

Buy, unbox, and off you go! Several devices now available from MediaMarkt ready to use

Ingolstadt, 02.04.2019: You've just bought that much-anticipated electronic device and now you're looking forward to getting to grips with it! But there's often a fly in the ointment: countless software updates for your laptop, sluggish channel scan on your new TV receiver, while updating the maps on your satnav takes so long that you've no time to drive anywhere afterwards! But MediaMarkt has now solved problems like this at a stroke by offering Quick Start devices at its 275 stores throughout Germany. Selected laptops, PCs, satnavs, TV receivers and games consoles as well as smartphones and tablet computers are now available already set up and ready to use – it's just a matter of "Purchase, unbox, and off you go!" MediaMarkt has expanded its Quick Start service to give its customers more time and more fun!



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Back in summer 2018, MediaMarkt launched Quick Start – a full-service package for the initial setup of newly purchased technical devices. And now MediaMarkt is expanding Quick Start by selling selected, specially marked products in various categories already set up, checked and ready to go. They include laptops, PCs, satnavs, TV receivers and games consoles as well as smartphones and tablets.

Updates all installed, smartphone screens fully protected

The advantages of MediaMarkt's Quick Start devices are obvious: no more time-consuming initial setup, all the latest updates already installed, and the device has passed a functional check. The exact services provided under the Quick Start label vary depending on the product type. For example, regarding notebooks and PCs, it means that all the Windows updates available have been installed. Meanwhile, new satnavs will guide customers smoothly to their destination since all the internal maps are already up to date when it's unpacked. TV receivers arrive with station scan already completed. And even games consoles can be used immediately since all the available updates have been installed and the controllers have already been synced. What's more, the Quick Start versions of smartphones and tablets come with a professionally applied screen protector. There's no need to fiddle about trying to put on the protective film yourself without any air bubbles. By the way, this service also extends to phones with edge and curved displays.

Quick Start devices augment MediaMarkt's Quick Start service

Quick Start items supplement MediaMarkt's existing Quick Start service. This gives customers an opportunity to have their electronic devices individually set up after purchase. As well as performing initial set-up, updating and a functional check, the experts from MediaMarkt can also personalize devices by setting up user accounts as well as Google or iOS accounts and even install software purchased separately – just the way you want!

Overview of MediaMarkt's new Quick Start services

Quick Start service	Description	Price
Laptop/PC Quick Start device	Initial setup Windows updates (if available) Functional check	€19.90
Satnav Quick Start device	Initial setup Map updates (excluding additional maps) Functional check	€19.90
TV receiver Quick Start device	Initial setup Updates (if available) Channel scan	€19.90
Games console Quick Start device	Initial setup Software updates (if available) Controller syncing Functional check	€19.90
Smartphone/tablet Quick Start device	Professional application of a glass/foil screen protector on a standard smartphone screen (price includes screen protector)	€19.90
Smartphone/tablet with curved/edge screen Quick Start device	Professional application of a glass/foil screen protector on a curved/edge smartphone screen (price includes screen protector)	From €29.99

To find out more, visit www.mediamarkt.de/de/shop/service/startklar.html.

About MediaMarkt

MediaMarkt, Germany's and Europe's number one consumer electronics retailer, was founded in 1979, and is nowadays managed as an independent retail brand under the auspices of the MediaMarktSaturn Retail Group. The company currently operates 275 stores in Germany and employs more than 15,000 people. All in all, the over 850 MediaMarkt stores in 13 countries throughout Europe have a total headcount of approximately 45,000. MediaMarkt consistently applies its brand core 'Pleasure' to its product range, pricing, customer advice and services. Its declared aim is to make MediaMarkt the most pleasurable place for consumer electronics – anytime and anywhere. In addition to a constantly up-to-date range of brand-name items at permanently low prices, its successful concept includes personal advice and a comprehensive portfolio of services. MediaMarkt has positioned itself as a successful multichannel provider and thus combines the advantages of physical and online retail under a trusted brand.

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