

## **New shopping experience thanks to virtual reality: Saturn is testing virtual kitchen planning**

**Ingolstadt, 08.02.2016: Saturn is currently testing how virtual reality can help customers do their shopping at its stores in Ingolstadt and Alexanderplatz in Berlin. Kitchens can be configured in virtual space and be viewed at both locations. Kitchen planning is one of several areas of application the electronics retailer is evaluating the use of VR technology in.**

“Anyone who wants to develop the retail trade of the future must deal with the technologies and devices of the future already today,” emphasizes Martin Wild, Chief Digital Officer of Media-Saturn-Holding GmbH. “At the same time, we feel it is important to include our customers in our pilot projects at an early stage. We can thus arrange for the initial practical experiences to feed into further development as effectively as possible,” he adds. Customers will find planning of new kitchens at the store both easy and convenient. They simply put on a virtual reality headset and move freely with it inside a virtual space. Here they have the opportunity to select different kitchen models and modify them to suit their needs by changing the front color or by replacing the appliances, for example. Thanks to a VR showroom, other interested customers can follow what is happening on two large-format displays.

Virtual kitchen planning was developed in cooperation with the Munich-based technology company Innoactive that manufactures the VR showroom terminals and Kiveda, a company that specializes in kitchens. The electrical appliances are products from AEG Electrolux Hausgeräte and Bosch Hausgeräte. Other partners will follow shortly.

The headset is a developer version of the HTC Vive. The final version for use by customers will be available in a few months. With Vive, you

can move freely within a defined area and transmit the movement in the real world completely into the virtual world. Hereby, and through the photorealistic illustration of kitchens, the boundaries between reality and virtual reality blur for customers.

Virtual kitchen planning is one of several virtual reality offers, with which Saturn intends to extend and intensify the shopping experience for its customers. At the same time, this makes Saturn the first point of contact where you can try out technology before it is actually launched. For instance, VR headsets can already be used with computer games at some stores. At Saturn Connect in Cologne, for example, customers can demonstrate their soccer skills by virtually kicking goals. Martin Wild explains: "We view virtual reality technology to be enriching at many different levels, not only for computer games or movies. We will therefore continue to test new and innovative applications to offer our customers an exciting shopping experience and allow them to explore the virtual world in all its facets."

## **About Saturn**

Saturn stands for enthusiasm for technology and technical expertise. Founded in 1961, Saturn is today managed under the roof of Media-Saturn-Holding GmbH, Europe's number one consumer electronics retailer, as an independent sales brand. Saturn currently operates 155 stores and employs around 9,000 people in Germany. Altogether, there are 199 Saturn stores in four European countries. Saturn stores are known for their attractive location, their comprehensive range of up to 100,000 electronic products, extensive sales areas, expert advice, comprehensive service and consistently low prices. Furthermore, two Saturn Connect stores that present digital lifestyle products and services in prime downtown locations in Germany opened in Trier and Cologne in October 2015. Saturn complements its stationary business in Germany with its online shop [www.saturn.de](http://www.saturn.de). As part of this multichannel strategy, Saturn customers benefit from the advantages of online shopping, as well as from the personal advice and services that the local stores offer.

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