

## **Saturn and Cologne-based start-up to offer technology consulting at home at a discount price**

**Cologne, 04.04.2016: Now, customers of the Saturn store located at Cologne Hansaring can consult with a “practitioner on technology” for the first time. Anyone who purchases a technically challenging product, such as a laptop or a smart TV, at this store will receive intensive operator training at home at a discount price. The pilot project is being offered in cooperation with the Cologne-based start-up company Deutsche Technikberatung that participates in Media-Saturn’s Accelerator Program SPACELAB.**

The frustration increases when technology goes on strike. The Saturn store Cologne Hansaring now offers an effective remedy for gray hair and frazzled nerves when using more advanced devices. During the current test phase, customers now have the chance to have a technology consultant come to their homes at a discount price when they make a purchase. He will then explain how to operate the new product and how to integrate it into their existing home electronics environment in the comfort of their living rooms. In addition, he will also provide support with technology problems – from wireless routers that go on strike to e-mail programs that don’t work as they should. The customer will receive a 20 euro discount for every hour of the first consultation (49 euros instead of 69 euros) compared to booking directly with Deutsche Technikberatung.

To use this service, the customer will receive a discount card when he makes a purchase at Saturn Cologne Hansaring that can be redeemed together with a Saturn sales receipt. The technology consultant can be booked very conveniently either by phone or over the Internet [www.deutsche-technikberatung.de](http://www.deutsche-technikberatung.de) and will come to the customers’ residence, provided they live within a 30-kilometer radius of Cologne, on the agreed date. “The service can be ordered to have new products installed, but also anytime the customer needs help with technical

problems,” says Ralf Schmidbauer, the Manager of the Saturn Cologne Hansaring store. “The best thing, however, is that our customers are assigned a specific consultant. That’s as convenient as it gets,” he added.

### **Personalized service for customers in Cologne**

Deutsche Technikberatung, the start-up company from Cologne, sees itself as a “practitioner on technology” and promises to provide fast assistance with all kinds of technical problems, thanks to its professional network of consultants. “We are delighted to be able to work with Saturn at Hansaring,” explains Emre Akdagcik, founder of Deutsche Technikberatung. “We share a passion for technology. Technology has the potential to make people’s lives better, but, especially with complex devices, consumers often need quick support. This is where we help with our service and are happy to come to our customers’ homes,” he adds.

### **Pilot project as part of the Media-Saturn SPACELAB**

Deutsche Technikberatung is a participant in Media-Saturn’s Accelerator Program SPACELAB. With this program, the company invests in innovative start-ups along its value chain. Together with top partner companies and expert mentors from industry and consulting, the founders can lift their business to the next level in areas like marketing strategy, logistics and sales.

### **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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