

HYPEBOX® 55" JACK WOLFSKIN



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Jack Wolfskins **HYPEBOX®** are four black 55" boxes in portrait format. Units are equipped with a touch function, which encourages the user to interact with the box. Each **HYPEBOX®** is mounted on a base and printed with the typical yellow Jack Wolfskin logo.



„Crack the box“ - this is the motto of this year's Jack Wolfskin campaign in which the new collection of TEXAPORE ECOSPHERE jackets will be presented in selected stores. This campaign is the successful sequel from 2017, which will once again generate a great deal of traffic in the shops this year.

The jackets will be presented interactively in the **HYPEBOX®** from MMT and will tour Germany, Austria and Switzerland from March to April 2018. Customers can see and win TEXAPORE ECOSPHERE jackets in the boxes in a total of 56 stores.

The interactive boxes are equipped with an ingenious game on the display and are therefore a real crowd puller. Customers can crack the box and win great prizes using a code they receive in the store.

The box also offers games on the topics of recycling and environmental awareness that customers can look into. Technical and factual information about the jackets on display can be entered by touch on the **HYPEBOX®** display.

HYPEBOX®

CONSTRUCTION	aluminium showcase
ILLUMINATION	high brightness LED Backlight
CONTINUOUS OPERATION	24/7
RESOLUTION	Full HD
COLORS	16,7 Mio.
CONTRAST	high color contrast
INTEGRATED MEDIA PLAYER	Plug & Play
FORMAT	16:9
REAL MULTITOUCH	10 Touch Points
TOUCH METHODE	finger, gloved hand or any other pointer
BACKDOOR	lockable
SAFETY GLASS	4 mm toughened safety glass
CONNECTIONS	USB, HDMI
OS	Android, Windows, Linux, Mac OS X



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