

NUITEQ®



Case Study 

SKYLUFT REVOLUTIONIZES RETAIL ENGAGEMENT IN ECUADOR TELECOM STORES

Leveraging NUITEQ's software, Skyluft drives increased engagement and revenue in the retail environment.



OVERVIEW

Claro, Ecuador’s leading telecom provider, partnered with Skyluft to revolutionize its retail environment to better engage customers. Together, they deployed an interactive digital signage solution using NUITEQ’s Campfire software designed to transform passive browsing into an immersive, hands-on purchasing journey.



CHALLENGE

Customers at Claro’s brick-and-mortar stores were losing interest due to unengaging traditional sales methods.

The retailer needed a "one-of-a-kind" experience to capture attention, provide deep product knowledge, and directly drive sales growth.

SOLUTION

Skyluft deployed a custom multi-touch ecosystem powered by NUITEQ’s Campfire software. To transform the retail floor into a hub of active discovery, the team combined high-performance hardware with specialized apps:

- **Smart Product Recognition:** Integrated NFC technology instantly identifies Android devices placed on the screen, automatically launching relevant product specs.



- **Immersive Media:** Utilizing the Media app, the tables showcase products through high-definition visuals and audio, making presentations impressive and memorable.
- **Collaborative Sales:** Multi-touch capabilities allow staff and customers to explore phones and promotions together on a shared interface.

“*NUITEQ’s Campfire enables us to deliver the best multi-touch solution available. We’ve trusted NUITEQ since 2008, thanks to their continuous innovation and outstanding support.*”
 Roberto Mendizábal, CEO, Skyluft

OUTCOME

Measurable Growth

The initiative drove a significant increase in sales, solidifying the correlation between interactive engagement and revenue.

Enhanced Experience

The "wow" factor of the technology garnered overwhelmingly positive reactions from shoppers, who found the product discovery process easier and more enjoyable.

Scalable Success

Following this success, Claro plans to deploy this technical enhancement to additional store locations.

ABOUT SKYLUFT

Skyluft is a professional team that creates innovative experiences, emotionally connecting people with their interests, values, and needs through interactive solutions. Skyluft is the trendsetter when it comes to transforming environments through the integration of technology, design and purpose.

ABOUT NUITEQ

NUITEQ is a global company specializing in collaborative, interactive, and educational solutions for a variety of markets, including Education, Corporate, and Entertainment. Dedicated to stimulating engagement and unlocking creativity, NUITEQ's products are used by businesses and institutions worldwide.

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