POS. DIGITAL INSTALLATION.
HOW TO INITIALIZE A POS.DIGITAL PLAYER AT A BMW GROUP SHOWROOM.
BOX ID.

THE UNIQUE BOX ID OF THE POS.DIGITAL MEDIA PLAYER IS REQUIRED TO COMPLETE THE INITIAL SETUP OF THE PLAYER.

HOW TO IDENTIFY THE UNIQUE BOX ID OF THE MEDIA PLAYER?

THE BOX ID IS LOCATED ON THE POS.DIGITAL MEDIA PLAYER ITSELF OR...

...ON THE PACKAGE OF THE POS.DIGITAL MEDIA PLAYER.

ENTER THE UNIQUE BOX ID OF THE POS.DIGITAL MEDIA PLAYER.

DURING THE INITIAL SETUP (STEP 8).
BMW TOUCHPOINTS.

BMW SHOWROOM.

SELECT THE CORRECT TOUCHPOINT FOR THE PLAYER.

DURING THE INITIAL SETUP (STEP 8).

BMW 24-HOUR WELCOME
BMW AFTERSALES
BMW ENTERTAINMENT
BMW I HIGHLIGHT
BMW 24-HOUR WELCOME
BMW AFTERSALES
BMW ENTERTAINMENT
BMW I HIGHLIGHT

TOUCHPOINT – SCENARIO A
BMW HIGHLIGHT
TOUCHPOINT – SCENARIO B
BMW HIGHLIGHT
TOUCHPOINT
BMW INTERACTIVE HIGHLIGHT
TOUCHPOINT
BMW M HIGHLIGHT / BMW M INTERACTIVE HIGHLIGHT

POS.DIGITAL INSTALLATION

Dealer Information:
Please check if the following information is correct.

BMW InitBox - Step 8/11
Region: Europe
Town: Berlin
Use a predefined Touchpoint
Brand: BMW
Touchpoint: BMW Highlight
MINI TOUCHPOINTS.

01 ARRIVAL.
02 WELCOME AREA.
03 PRODUCT EXPERIENCE.
04 JOHN COOPER WORKS PRODUCT EXPERIENCE.
05 VPP CONSULTATION (MINI HUB).
06 WAITING AREA.
07 CONTRACTING.
08 HANDOVER EXPERIENCE (MINI DELIVERY).
09 ACCESSORIES AND COLLECTION.
10 SERVICE AND PARTS.

SELECT THE CORRECT TOUCHPOINT FOR THE PLAYER.
DURING THE INITIAL SETUP (STEP 8).

BMW InitBox - Step 8/11
Dealer Information:
Please check if the following information is correct.
BMW PREMIUM SELECTION TOUCHPOINTS.

BMW PREMIUM SELECTION SHOWROOM.

MINI USED CAR NEXT TOUCHPOINTS.

MINI USED CAR NEXT SHOWROOM.
BMW MOTORRAD TOUCHPOINTS.

BMW MOTORRAD SHOWROOM.

DURING THE INITIAL SETUP (STEP 8).

SELECT THE CORRECT TOUCHPOINT FOR THE PLAYER.

DURING THE INITIAL SETUP (STEP 8).

BMW Motorrad Showroom.

TOUCHPOINT
BIKER BAR

TOUCHPOINT
EQUIPMENT

TOUCHPOINT
SERVICE

TOUCHPOINT
USED BIKES

01 BIKER BAR
02 EQUIPMENT
03 SERVICE
04 USED BIKES