

## Kiosks engage jeans buyers

Specialist kiosk software and applications company, [Crystal Touch](#), developed the Levi Strauss interactive 'Find Your Curve ID' application on behalf of [Justtouchit Rentals](#). The concept was tested at The Women's Show in Johannesburg where it created great interest.



The Main menu page of the Levi's Curve ID Application

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The kiosks used were dual screen units, which featured the interactive element on the bottom touch screen and a constantly looping video on the top broadcast screen.

"Touch screen kiosks have proved to be an ideal tool to supplement the launch of Levi's Curve ID, a new concept in women's jeans. The kiosks have the ability to convey more information than other point-of-sale elements and facilitate interaction with consumers while still being easy to use," says Debbie Gebhardt, marketing director of Levi Strauss South Africa.

"We believe they will be ideal for larger store environments, helping women to find their perfect fit in the absence of on-floor staff. After testing the kiosks, we have decided to extend them into the Edgars environment."

Justtouchit launched a kiosk rental division to make interactive touch screen kiosks available to companies that wanted to try out the technology or use it for conferences, exhibitions or product launches. In addition to hardware, the company can offer development of specialised applications - including surveys, quizzes, interactive product catalogues, product demos etc - at highly affordable rates.