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Digital Network

Touchrate Tapped for Shell Oil and Fram Filters Touchscreen in Walmart

Orlando, FL, May 2016 – Touchrate, a leading provider of on-location customer-facing digital solutions, has been chosen by Shell Oil and Fram Filters to develop a touchscreen solution for the Auto department in Walmart.

The touchscreen will help shoppers more easily find the right oil and filter for their vehicles with a few touches using the system’s decision logic software in the aisle.

In addition, Touchrate will provide “How-To” videos, which can be forwarded from the touchscreen to a shopper’s smartphone or email.

Touchrate is “extending the aisle” for various retailers by connecting the shelf with online for greater selection while simplifying the transaction process.

For further information about Touchrate, please contact Brennan Dailey, Vice President, Marketing & Sales, at 407-760-5200 or bdailey@touchrate.com