



About Bernhard Baer

In his 15 years of business experience, Bernhard Baer has worked for Price Waterhouse Management Consultants, for Swisscom and for Hughes. During this time Bernhard has consulted many corporations and looked after plenty of customers in different industries. Since 2002 he is specialising on Digital Media Solutions at the Point of Sale. Starting with early projects like United Screens in Germany and Jewsons or the Health Channel in the UK he developed a solid experience in this new market trend.

With Tesco TV he was involved in the largest European In-Store-TV project. Other large retailers, which Bernhard and his team looked after, were ASDA (Walmart UK), COOP Switzerland, Edeka and the Metro group in Germany. Customers from other industries included BP/ARAL, Shell, Daimler Chrysler, Volkswagen, Rolls Royce, General Motors, Footlocker and many more well known brands. He presented Digital Media Solutions to the financial community, to Fast Food restaurants, in the DIY sector and the fashion industry.

For some time now Bernhard has setup his own consulting and project management business, specialising on helping customers understanding how this new in-store medium works. From in-store-radio to in-store-tv and even interactive kiosk systems he covers all aspects of digital media for advertising and customer communication purposes. His customers include suppliers of components, integrators, retailers, media agencies and advertisers/brands.

Digital Media Solutions in-store aren't new, but lowered technology costs, increased competition and time-to-market requirements, as well as the increasing demand of advertisers to get closer to the POS are making this exciting medium more attractive than anything else. Helping understanding the mechanisms, the business models behind, bringing partners together for a full solution and sharing experiences is what Bernhard offers to his customers who want to make things right the first time.

