



Photograph: Hamburg Tourist Board

### Novus RetailSystem installed at Stortebecker's Elbe Philharmonic Hall, Hamburg

The Novus RetailSystem is music to Stortebecker group's ears, as the flexible mounting solution has been installed at their "Deck & Deli" food outlet.

Located eight floors up on the Plaza of the Elbe Philharmonic Hall in the city of Hamburg, the "Deck & Deli" commands a prime location on the observation deck. Offering panoramic views over the Elbe, harbour and jetties, it is the perfect setting to unwind with a snack and a drink, or "take out" ice cream, either before, after or in the interval of a performance.



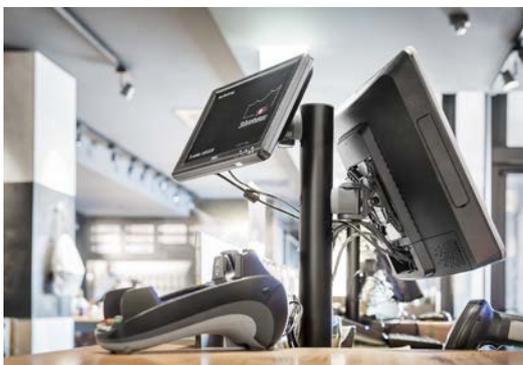
Find out more...

#### Novus UK - a division of Thinking Space Systems Ltd

Unit 10b The Quadrangle | Abbey Park Industrial Estate | Romsey | Hampshire SO51 9DL  
t: +44(01794)516633 | f: +44(01794)516632 | e: info@thinking-space.com | www.novus-uk.co.uk

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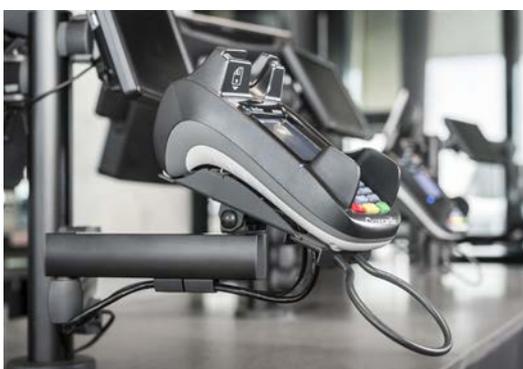


### Background

The Elbe Philharmonic Hall is a concert hall in the HalftenCity quarter of Hamburg, Germany. Opened on the 11th January 2017, the 789 million euro project hails a new glassy pirate ship design with a sail, water waves. It is the tallest inhabited building in the city, towering 108 metres above the river Elbe.

### Convincingly flexible

Easy to order and speedy payment is offered at the “Deck & Deli”, thanks to the RetailSystem which enhances the POS experience. With up to seven payment stations available, guests can order and pay either cash or payment card at the till quickly and efficiently.



### Configuration

The Novus RetailSystem Base 400 column is provided in black, and forms the basis of the “Deck & Deli” POS configuration. Added to this column, the tilt and swivel mounting arm, arm S is located at the customer’s side of the checkout for monitor display. The arm M120 is provided at the cashiers side for displaying the service terminal. The EC cash terminal is attached to a further mounting arm, the connect L380, with all hardware cabling routed through the column.

**A tidy smart counter display for efficient service delivery to the customer.**

