



GET TO KNOW US

INNOVATIVE RETAIL SOLUTIONS

for modern shopping experiences





Lutz Hollmann-Raabe

CEO



Patrick Schiller

CTO

YOUR FULL SERVICE PARTNER

for digital signage & mobile ERP

ALL-ROUND CARE

We are one of the leading full-service providers for digital signage and mobile ERP hardware and software. Our goal is to create digital experiences that really make an impact in everyday business.

To achieve this, we develop our own software—for desktop and mobile applications—and combine it with the perfect hardware and a strong service team. This means a single source for all your needs: straightforward, reliable, and future-proof.



EVERYTHING FROM A SINGLE SOURCE

Development, Hardware, Software & Service



CUSTOMIZED INDUSTRY SOLUTIONS

From fashion to food - perfectly coordinated



360-DEGREE PROMISE

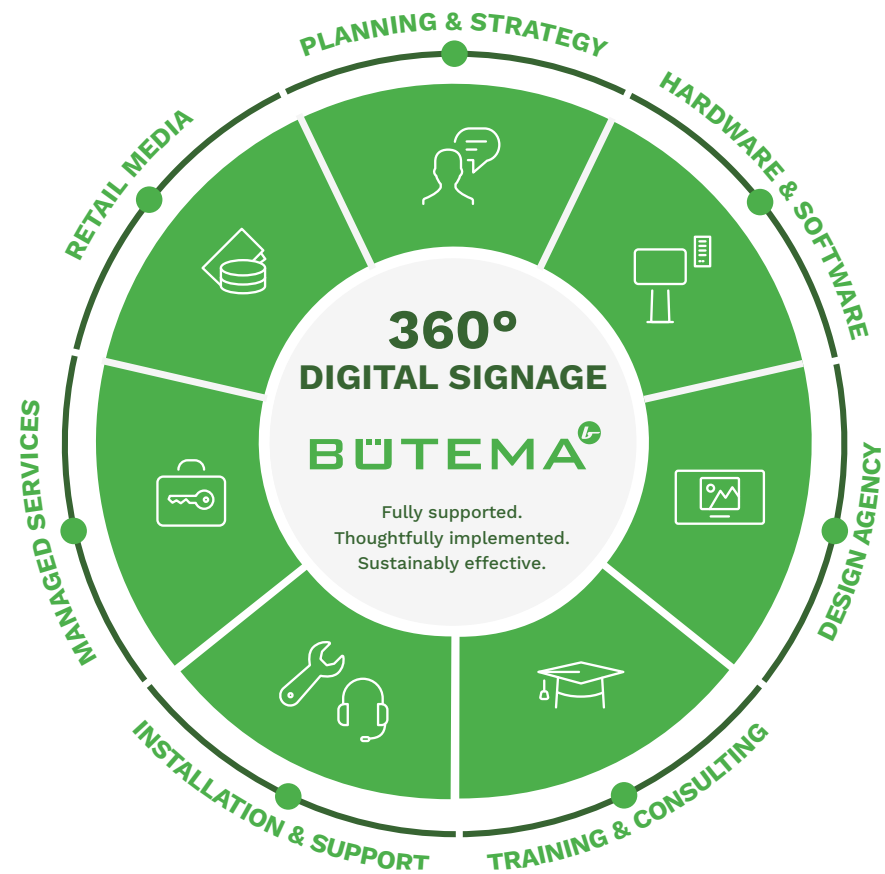
Sustainable digitization paired with comprehensive support

OUR 360-DEGREE SERVICES

at a glance

As a full-service partner, we bundle all solutions required for successful digital communication, presentation, and information.

From the initial idea to lasting operation—centrally controlled, properly implemented, and sustainably maintained.



**Renting
instead of
buying**
Flexible.
All-round support.
Worry-free.

YOUR FULL-SERVICE PACKAGE

Our 360-degree service is a comprehensive solution consisting of consulting, software, hardware, content, and operation. We take care of every step along the way. Ideal for companies wanting to use modern digital communication without having to deal with all the technical details.

Whether you have a single location or operate a Europe-wide network, we deliver a solution that works reliably, remains scalable, and takes as much work off your team's hands as possible.



DIGITALLY EFFECTIVE
Making brands visible



WE ARE

Bütema AG

We create software, processes, and workflows for emotionalization, consulting, and the optimal handling of retail shopping experiences. Our focus lies on the perfect consumer experience and the best possible integration into your store concept, as well as supporting your staff with sales apps.

In this way we achieve contemporary shopping experiences and optimally tailored store processes for our partners that help to improve footfall, receipt sales, and merchandise management.

Since 2025, the Wedeko brand has been part of Bütema AG, enabling us to further strengthen our market position and expand our presence in other industries.

Since 2010, our company headquarters are located in Bietigheim-Bissingen, Germany.

In 2024, our revenue reached €21.3 million.

DIGITAL SIGNAGE – Perfect solutions for businesses





FRESHLY PRESENTED
Making quality visible





FLEXIBLE POSITIONING

Content with impact

DIGITAL SIGNAGE SOFTWARE

Made in Germany

With Bütema's digital signage software, you control your content centrally, flexibly, and efficiently, transforming displays into vibrant information spaces that inform, inspire, and sell.

Whether in retail, industry, or public spaces, our software combines technological strength with ease of use and modern design.

Maximum flexibility, minimum effort—
for digital communication that simply works.



CLOUD-BASED CMS

for easy
content management



FLEXIBLE CONTROL

for a single or a thousand
displays



INTERACTIVE CONTENT

for attention &
customer engagement



USER FRIENDLY

secure and
expandable at any time



COMPATIBLE

with InStore Assistant &
self checkout



SERVICES

One-on-one support,
tutorials, and consulting





SIMPLY UP TO DATE
Manage content centrally





DIGITAL SIGNAGE HARDWARE

reliable in continuous operation

Our complete solution includes professional displays designed to run 24/7. They offer high image quality, robust workmanship, and reliable operating times. Bütema AG offers a wide selection of digital screens precisely tailored to their respective intent of use.

These include:

- Classic digital signage monitors for indoor use
- Interactive touch displays for consulting, self-servicees, or product finders
- High-brightness displays for shop windows
- Large-format LED walls for indoor and outdoor use
- Outdoor displays with protection against weather, UV light, and vandalism
- Special solutions such as kiosk systems or steles
- Interactive shop window displays that can also be operated from outside

This hardware forms the basis for digital communication in retail, businesses, public buildings, or restaurants. It enables razor-sharp images and reliably transmits digital content over long periods of time.



**FOR
24/7 OPERATION**



**ALL HARDWARE FROM A
SINGLE SOURCE**



**EXISTING HARDWARE CAN
BE INTEGRATED**



**SPECIAL DISPLAYS
FOR SHOP WINDOWS**



DIGITALLY STAGED

Experiences at the POS

INTERACTIVE SHOP WINDOW

Retail – even outside opening hours

Our interactive shop window combines the classic shop window with state-of-the-art digital signage technology. Touch buttons paired with a digital signage display empower retailers to present their product range even outside opening hours. Customers can browse products, call up information, and check availability—right in front of the shop window.

By integrating QR codes, customers can order items directly via smartphone or call up product details. This not only strengthens customer loyalty, but also expands the retailer's service and offers valuable opportunities for additional sales.

The interactive shop window opens up new opportunities to catch customers' eyes even outside regular opening hours and offers an exciting combination of offline and online shopping experiences.



**SIMPLE
MODULAR SYSTEM**



**INCLUDED IN DIGITAL
SIGNAGE SOFTWARE**



**NO
PROGRAMMING
SKILLS REQUIRED**



**WIDE RANGE OF
POSSIBLE
APPLICATIONS**





RETAIL MEDIA

Monetize your advertising space at the POS

Retail media is one of the fastest-growing areas in digital marketing. Through targeted advertising on digital signage screens in stores, brands can reach their audience right where purchasing decisions are made.

For store owners, retail media not only offers an enhanced shopping experience with interactive and engaging content, but also the possibility to recoup their digital signage investments. Revenue from the sale of advertising space helps cover the costs of digital displays, making retail media an economically viable solution.

Our digital signage solution supports easy integration of external retail media providers and facilitates the delivery of advertising content. Targeted advertising appeals to customers and increases the relevance of the content.



**RENOWNED RETAIL
MEDIA PARTNERS**



**CONTROL OVER THE
COMMERCIALS THAT PLAY OUT**



**RECOUP
COSTS**



WELL INFORMED

Digital orientation in the store



INSTORE ASSISTANT –

All retail processes
at your fingertips



IN-STORE EXPERIENCE REDEFINED

with our app for your staff

In modern retail, it's all about the interplay between online and brick-and-mortar stores. Availability, speed, service, and a consistent shopping experience across every channel make all the difference.

Bütema's InStore Assistant app combines sales advice, goods movement, inventory, prices, reservations, omnichannel processes, and communication in a central, mobile platform—intuitive and tailored to your day-to-day business.

The result: more efficient store operations, precise processes between headquarters and the sales floor, and a personalized POS experience.



ONE PLATFORM

for all processes



REAL-TIME DATA

Live inventory, prices, and availability



OMNICHANNEL READY

Standard processes, ready to use



MOBILE CONSULTING

Personal service right at the POS



COMMUNICATION

Chat, channels, and files in one place



PRINTING & LABELS

Labels, lists, and shipping documents on the go



SCALABLE

For national and international rollouts





CONSULTING & SERVICE

All you need for **customer service** combined in one app

Product details
(additional items, looks, material compositions, care instructions, and reduced prices)

Loyalty card



PRICE CHANGES

Adjust prices locally or globally
(item/assortment, promotion, or permanent)

Central price change lists:
automatically generated, layout according to your specifications, digitally transmitted or printable

Local price changes
by branch/regional management

OMNICHANNEL

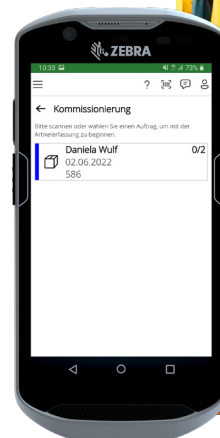
Click & Collect

Click & Reserve

In-Store Order

Return to Retail

Ship from Store



INVENTORIES

Inventory correction
by scan, item-based markdowns

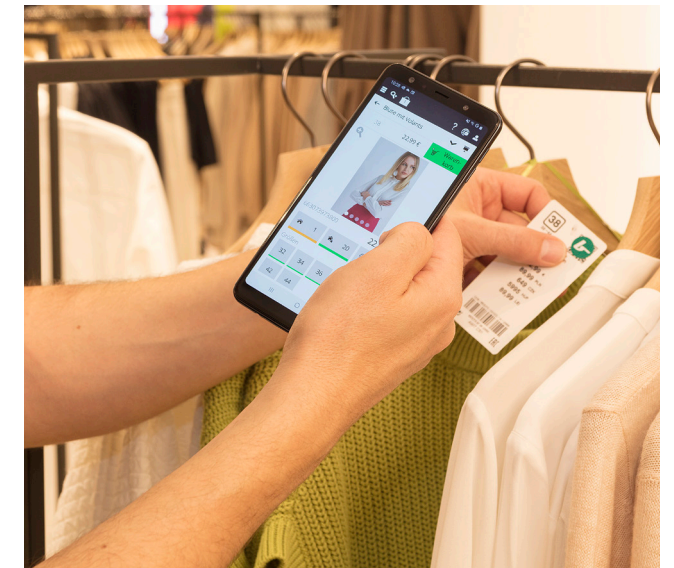
Reservations “blocked” in inventory

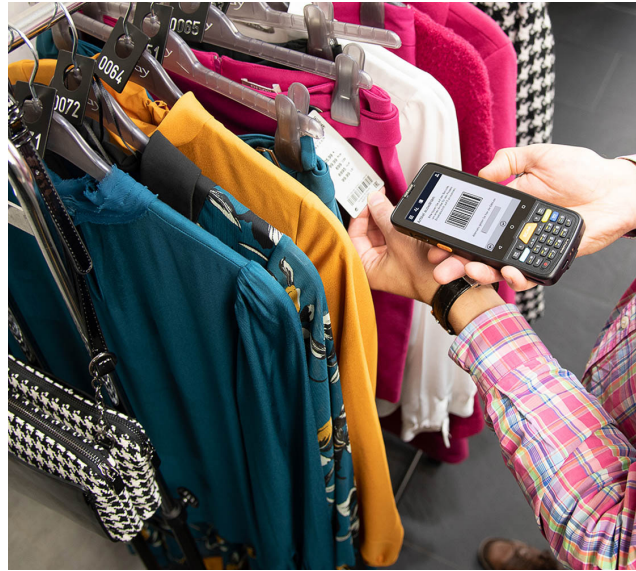
Store order/ship-from-store entry

Re-sorting (central reorder)

Window book for visual merchandising
(sorting for decoration)

Inventory



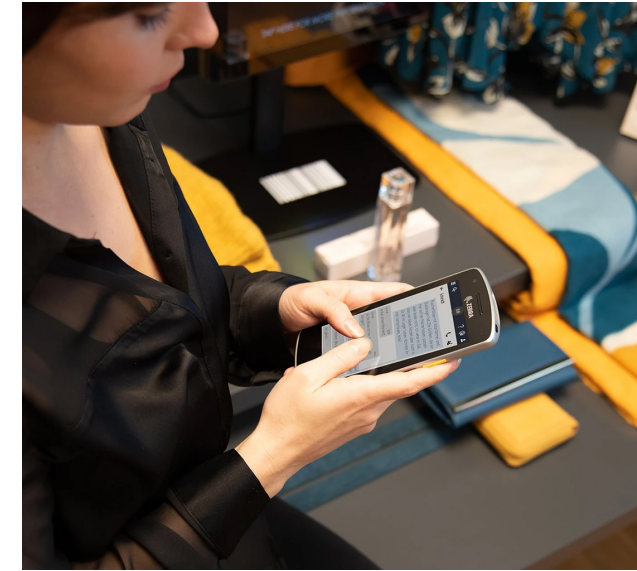


RESERVATIONS

Overview of open reservations
including transfers, Click & Reserve orders,
cancelled transactions, uncollected Click &
Collect packages (tracking & returns)

Temporary customer reservations

Gift baskets & wedding registries
(separate reservation number + visual
identification, longer duration)



COMMUNICATION

Messages as a “bulletin board” with channels,
attachments (images/PDF/video), and
comments

Communication Center Chat: Text & files;
send processes/information (item details,
Click & Collect orders, digital signage media)
directly in the chat

LOGISTICS

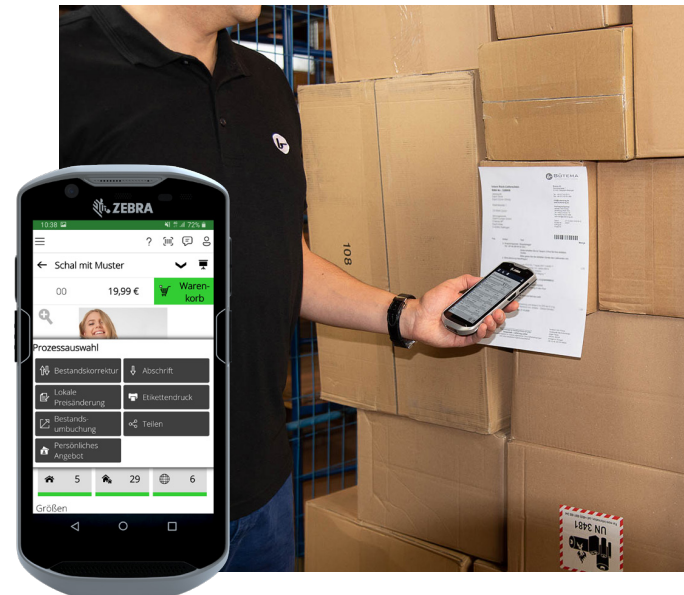
Goods receipt (up to complete truck loads)

Goods issue & shipping (pallet/individual items)

Stock transfers (store↔store / store↔online)

Central & store-side returns

Storage & seasonal storage



PRINTING

Mobile: Hang tags, insert labels, price tags,
cardboard labels

Stationary printing: Delivery notes, return
slips, posters, lists

Layouts: Customized, automatic barcodes

Connection: Bluetooth & network, pairing via
QR code





MOBILE CHECKOUT

Pay directly on the sales floor: no queuing, one contact from consultation to checkout

Cashless payment methods
(debit/credit card, vouchers, etc.)

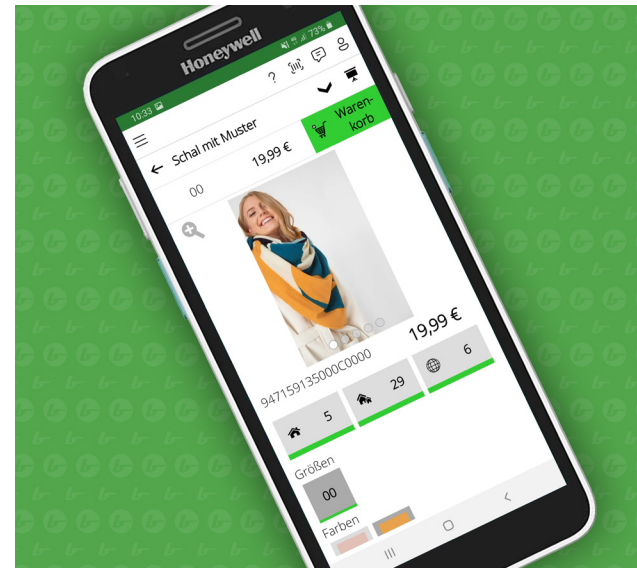
Small, lightweight, mobile terminal with packing table/service point for unlocking and bagging

MERP HARDWARE & SERVICE

Device/scanner partners (e.g., Honeywell, Zebra) including peripherals

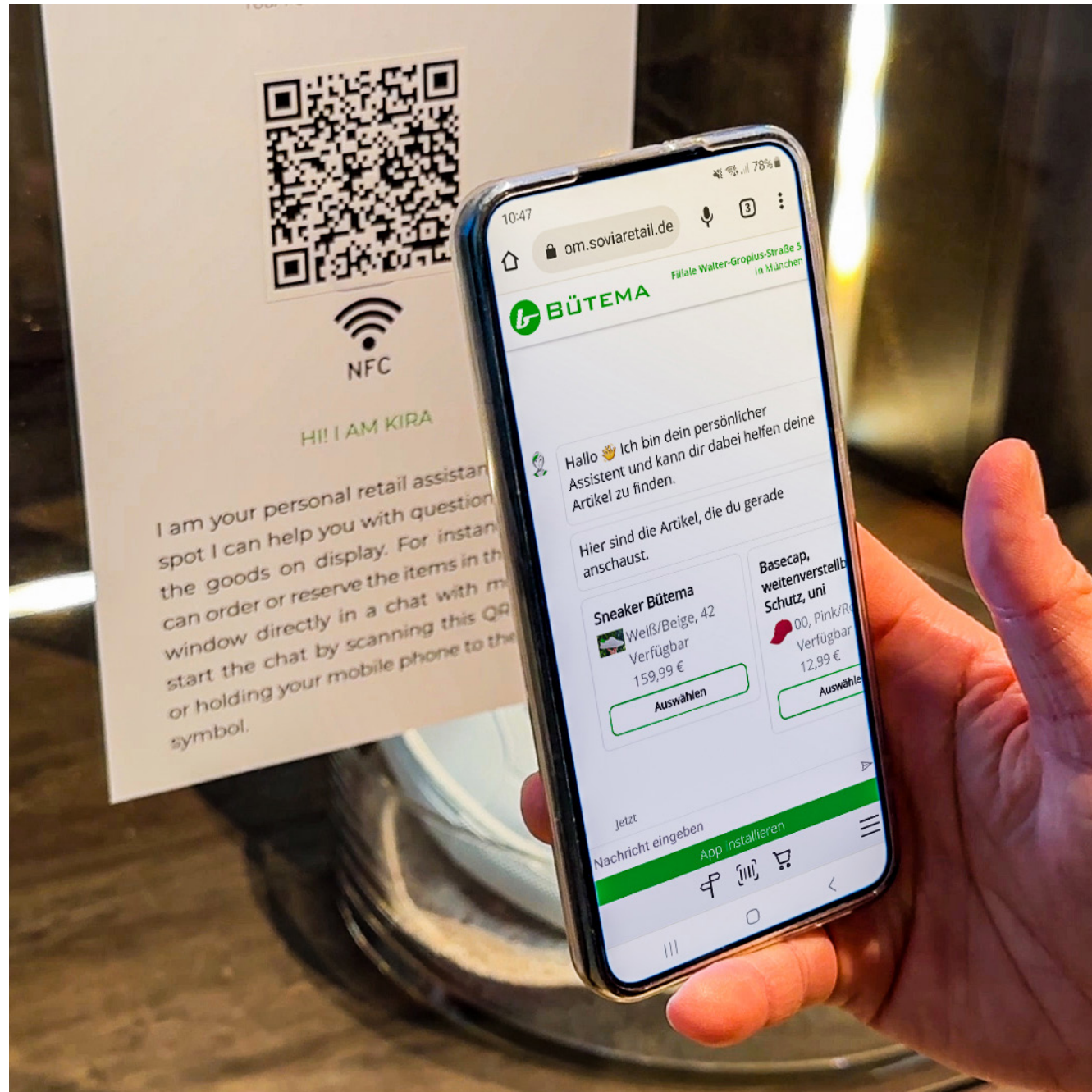
Lifecycle service: ordering, staging, repair, maintenance, disposal/recycling

Ready-to-use delivery directly to the store



OTHER PRODUCTS & Services





KIRA – THE SHOPPING ASSISTANT

for your store

CUSTOMER SUPPORT VIA QR CODE: RECOMMENDATIONS IN YOUR POCKET

KIra is the personal shopping assistant for brick-and-mortar retailers. Customers simply launch the web-based app on their own smartphone by scanning a QR code. No installation, no registration, and ready to use immediately. Right at the shelf, customers get answers about items, sizes, availability, and many other topics.

With KIra, smartphones become digital consultants that are available around the clock and noticeably improve the shopping experience, creating a connection between digital information and personal, inspiring recommendations. KIra modernizes brick-and-mortar retail, enhances service quality, and delivers measurable business results.



**RESELL
ADVERTISING SPACE**



**PAY &
GO**



**SEAMLESS
SHOPPING**



**SUPPORTS
RETAIL STAFF**



**CHATGPT
POWER**

SELF-CHECKOUT CASH REGISTER SYSTEM

for retail

RELIEVE YOUR STAFF AND IMPROVE YOUR CUSTOMERS' SHOPPING EXPERIENCE

Today's customers expect a fast, smooth shopping experience—without long waiting times and with maximum convenience. Bütema's self-checkout system turns this into reality: an intelligent, easy-to-use solution speeding up the checkout process, reducing the workload for sales staff, and improving the shopping experience.

Whether you own a supermarket, fashion store, or drugstore, the self-checkout system can be customized to your needs. A combination of modern hardware, intuitive software, and optional mobile self-scanning, it creates a seamless process that delights customers and increases your productivity.



FASTER PAYMENT

Less waiting time
at the checkout



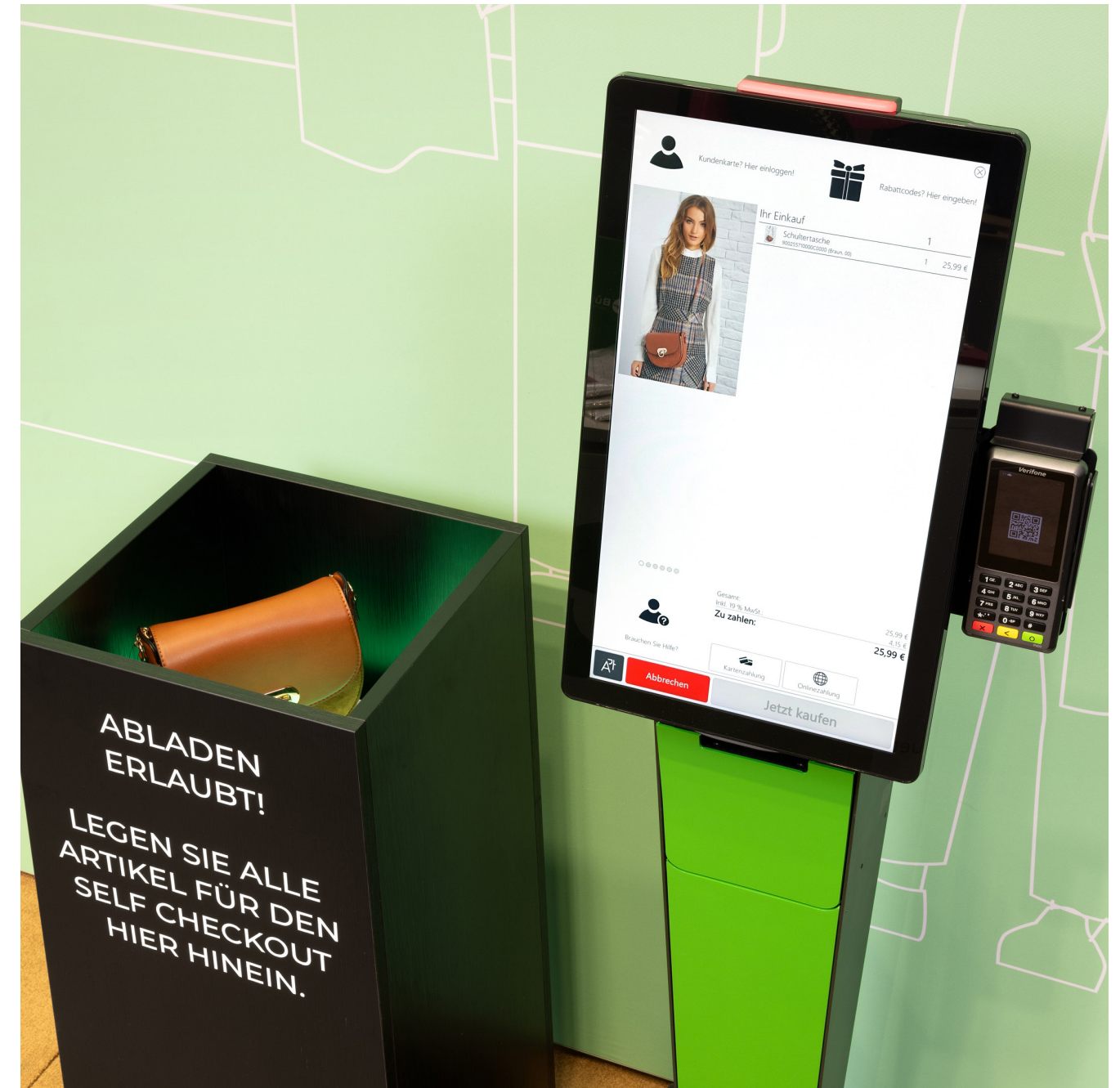
EASY TO USE

Intuitive for
customers & staff



FULLY SUPPORTED

Hardware, software &
service combined





MANAGED SERVICE

Rent displays instead of buying them

Bütema offers professional display solutions for permanent indoor and outdoor use. All systems are designed for 24/7 operation and ensure reliable, high-quality presentation of your content. Outdoor displays are also weatherproof, UV-resistant, and vandal-proof—ideal for busy or demanding environments.

On request, we supply all necessary installation and mounting accessories. Bütema's 360-degree approach ensures clean, professional integration, covering everything from brackets and custom cladding to seamless architectural implementation. The result is a harmonious overall solution that fits perfectly into the vision for your store, architecture, or corporate concept.

Available display categories

Digital display solutions for indoor and outdoor use in a wide range of sizes
Shop window and double-sided displays for maximum visibility
Interactive touch displays for product information and recommendations
LED walls for large-format brand communication
Digital information systems for companies and public institutions

CUSTOM DESIGN SOLUTIONS

from initial concept to final implementation



CONSULTING &
OPTIMIZATION



CONCEPT &
CAMPAIGN PLANNING



GRAPHIC &
CONTENT CREATION



CONTENT MANAGEMENT
& UPDATING



BRANDING & CORPORATE
DESIGN SERVICES



YOUR BENEFITS

- ✓ A single point of contact for concept, design, and implementation
- ✓ Targeted design instead of just “pretty to look at”
- ✓ Seamless integration into existing projects and systems
- ✓ Creative, flexible, reliable—for individual projects or ongoing support
- ✓ In-house team, fast, professional



OUR SERVICE

We create sophisticated, brand-compliant, and targeted communication for digital signage. As a creative department, we offer tailor-made design solutions—from the initial concept to the finished implementation. Our philosophy: Design is more than just “beautiful”—it is functional, eye-catching, and makes your brand stronger.

OUR VALUES

Environmental & Social





INSIDE BÜTEMA

Working with purpose, team spirit, and responsibility

Bütema AG thrives on strong team spirit and a shared vision: we advance trade with innovative solutions and create a sustainable, respectful working environment. At Bütema, it's about more than just technology—it's about people who want to contribute their ideas and make a difference. We attach great importance to a working atmosphere where everyone feels encouraged, welcomed and valued. Diversity, equal opportunities, and respect are therefore not just empty words, but our foundation.

The projects we tackle as a team not only create real, added value for our customers, but also contribute to climate and environmental protection. This responsibility shapes our everyday work and flows into every product we develop. At the same time, we support the personal growth of each individual, whether through flexible working hours, a health-oriented working environment, or continuing education programs.

Those who work at Bütema become part of a community that drives forward new ideas, while always keeps an eye on the balance between performance and quality of life. We create an atmosphere in which work is fun and successes are celebrated—together, with commitment and responsibility.

ENVIRONMENTAL RESPONSIBILITY

Standing up for nature and the future

Responsibility for people and the environment is firmly anchored in our values. We are committed to protecting the world we live in and preserving valuable natural resources. Our goal is ambitious:

Year after year, we implement concrete measures aimed at continuously reducing our carbon footprint. For us, this promise is more than just a goal—it is a commitment that we are determined to pursue.

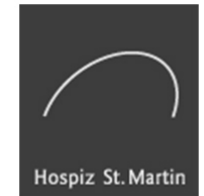
- **Own energy production:** Around 180 MWh of electricity are generated annually by our photovoltaic systems.
- **E-mobility:** Our company car fleet consists almost exclusively of electric vehicles.
- **Efficient building technology:** We cover over 90% of our heating and cooling needs with two heat pumps.
- **Waste heat utilization:** The waste heat from our servers is used to generate heat in the building.

SOCIAL COMMITMENT

Standing up for others

We are rooted in the Stuttgart region and therefore support local organizations that help children and adults in a number of different ways. Every year, 5 to 10% of our annual surplus goes into social projects.

With our own foundation, “Lernen um zu Leben” (Learning to Live), we have been helping young people since 2019. The foundation provides mentors, arranges coaching and training opportunities, and offers financial support.



BÜTEMA AG - consumer centric retailing

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