

**Client: Turkcell**

GSM mobile communication has started with Turkcell on February 1994. As of September 30, 2007 Turkcell has 34,8 million subscribers, the company is Turkey's leading GSM operator, and second biggest GSM operator of Europe.

Scope of the Project:

Presentation of the products sold in Turkcell shops with more interaction and in a technological manner...

Teknology Used:

- Windows Communication Foundation
- Microsoft C#.Net
- Microsoft .Net Framework 3.5
- Microsoft SQL Server 2005
- Windows Server 2003
- Windows XP Home Edition
- Adobe Flash

Simternet Solution:

A windows application is developed for Turkcell Shops. With this application when a customer wants to purchase a mobile phone from a Turkcell Shop the touch screen near the phone provides visual and interactive information to the customer.

Simternet, have developed architecture of the project and also developed server-client software. On the client side, touch screen monitors, small computers and optical motion detection sensors are used. When a phone is picked from the stand, sensor sends a signal to the computer and triggers the client application, after this visual and technical details are presented on the touch screen. On the server side, all information's related with the phones are entered and layout within the shop is determined. Also shop managers can obtain reports regarding to the use of the phones.

Application runs integrated with the Turkcell accounting system, shows the phone prices in real time.

Conclusion:

The application is based on a modular structure, which is built on the architecture developed by Simternet engineers. With regard to the possible demands from different industries it is bundled as a product with the brand "Master Clerk". Research & Development work on the RFID integration is completed and a new version is about to be launched.

