

## Western Cape gets wired

The first DionWired store in the Western Cape opened in Somerset Mall on 24 September 2009. It is its eighth consumer electronics and appliances concept store to open in South Africa.



According to Jan Potgieter, MD of holding company Massdiscounters, the store is designed to provide a high-tech, interactive shopping experience, which reflects the contemporary sophistication of the state-of-the-art gadgets and appliances that have become a way of life and an integral part of the homes of its customers.

The new store is designed around wide aisles and information screens complete with product and pricing information. It has product categories that include audio visual, photographic, Blue-Ray movies, office equipment, telecommunications, computer hardware and software, gaming and cellular phones and accessories. The store will carry some of the best brand names including LG, Samsung, Sony, Defy, Canon, Marantz, Sennheiser, Bosch, Hewlett Packard, Miele, Garmin, SMEG and Apple.

In-store product and pricing information is enhanced with tips, guidance and information from LCD TV screens, sales staff and 'Propeller Heads,' highly trained IT assistants who assist with on-site technical queries, installations, equipment repair, upgrade quotes and services. Further customer services offered include customer deliveries, installations of televisions and large audio products and appliances.

For more information, log onto [www.dionwired.co.za](http://www.dionwired.co.za).