

Best Buy Kiosks Will Land in Airports

Written by Bob Snyder
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Best Buy will land Express kiosks in a dozen USA airports by Sept. 1st that sell phone accessories, digital cameras, MP3 players, laptop chargers, headphones and storage devices.



Partnering with kiosk maker Zoom Systems, Best Buy hopes this pilot can extend its brand into another retail space (captive buyers at airports) and into the booming kiosk business (pioneered by vendors Sony and Apple).

The one thing retailers now know about kiosks is they work: Macy's rolled out its CE kiosks to 400 stores after tests. Under various brands, Zoom machines sell everything from \$400 digital cameras to iPod to Playstation Portable.

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