

SUCCEEDING IN THE RETAIL INDUSTRY WITH VIDEO-POWERED COMMUNICATIONS & NETWORKED DIGITAL SIGNAGE

Can there be any industry that changes more rapidly than retail? You need an advantage—a tool that helps you to succeed in this whirlwind marketplace. The key is communications:

- Advertising at the point of interest generates demand and turns shoppers into buyers
- High-impact images build store brands and national brands
- Store associates with product knowledge enhance customer satisfaction and increase sales
- Timely information on corporate events and decisions improve store operations
- ... And the list goes on

Simply put, networked digital signage uses digital technology to combine high-quality video with other media-rich content to create dynamically changeable promotions and advertising. Anyone who has visited a major airport or sports stadium or even pumped gas, has seen rudimentary digital signage. As technology advances and our understanding of this medium has grown, we can now provide far more sophisticated merchandising that enables retailers to target changing consumer demographics by time of day, store location and even screen location within the store. Sight, sound and motion grab attention at the point of purchase, building brand image, making shopping more fun and encouraging consumers to spend.

Digital signage drives revenue and profits

Digital signage changes the way customers perceive your store and your brands, enhancing the retail experience with longer shop times, shorter perceived wait times, increased shopping frequency, and bigger basket size. It all adds up to incremental sales and brand loyalty.

As consumer demographics change by store location and time of day, digital signage gives you the flexibility to target each audience individually—at the right time, in the right place with the right message—and build these revenue streams.

Revenue Stream 1: Product lift. Research, field tests and full implementations demonstrate that products promoted at the point-of-decision rather than the point-of-purchase can experience sales lift of 8% or more. Digitally delivered advertising can be rapidly changed several times each day, creating highly-targeted messages that static signs could never deliver.

Revenue Stream 2: In-store advertising. Suppliers who sell products in your store are continually seeking ways to promote products directly to consumers. The ability to have direct, unfiltered communication with your customers, at the point of decision, is something many suppliers are willing to pay for.

Revenue Stream 3: Aligned and motivated employees drive customer loyalty.

Loyal customers visit your store more often. The positive customer experience created by knowledgeable and motivated employees is the best way to drive customer loyalty. Consistent, sustainable high-profit revenue is the result of these loyal customers. Employees respond to interactive, television-quality learning programming that meets their schedules—on demand. And the entire team can be as informed and effective as the executive suite when timely updates on new initiatives, policies and procedures are delivered to work locations.



Store applications

Networked digital signage plays a significant role in increasing traffic and product sales in high volume and high-profit zones within the store.

Window: Draw the crowds. Placing a display in the front window can turn window-shoppers into new customers.

Door: Direct traffic. Displays can be used as directional signs to guide people to areas of store where you have items to move.

Video wall: Trying to create excitement and build energy? Combine entertainment-like music and videos with branding and lifestyle content to create the perfect shopping environment.

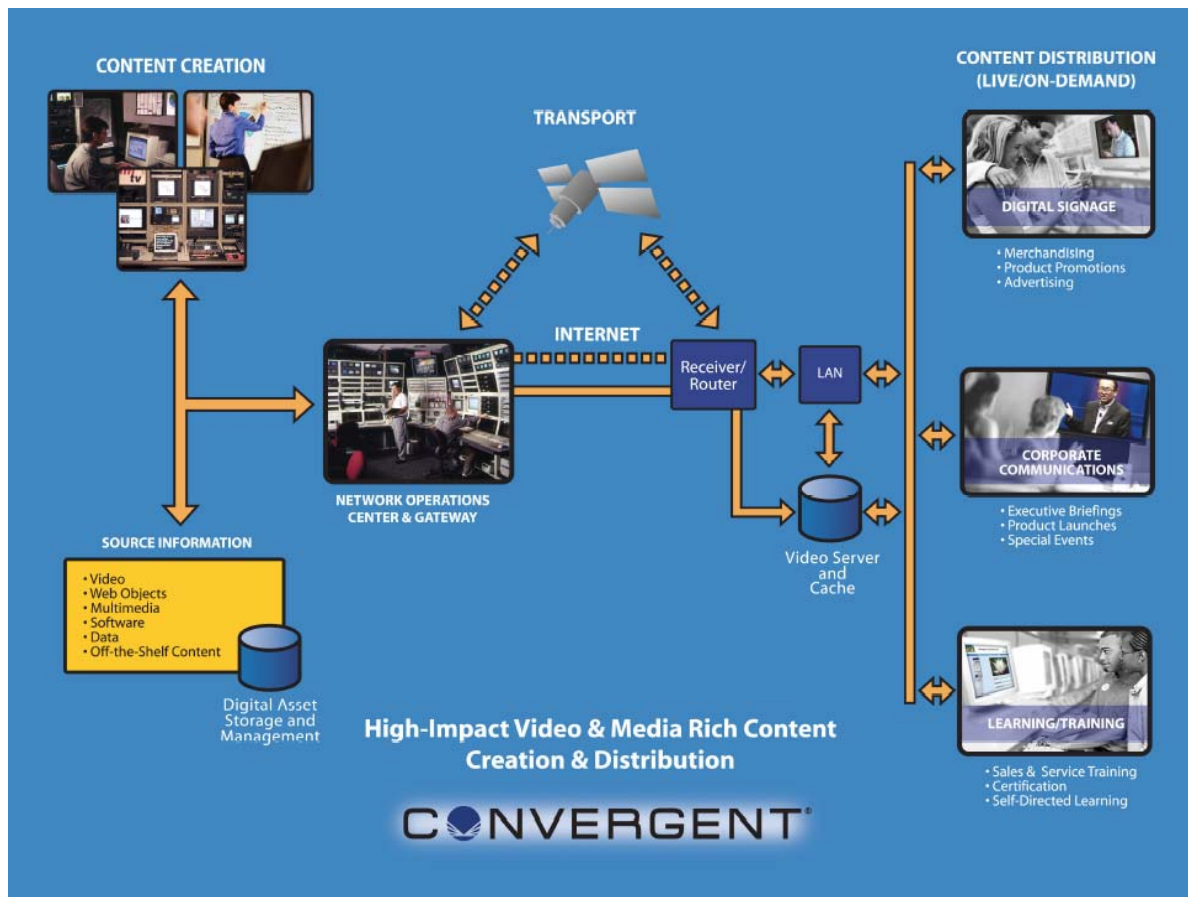
Point of purchase: Customers hate waiting in lines. Improve their experience by placing displays near queues where they can entertain, inform and encourage return visits.

End-cap displays: A plasma screen, placed on an aisle end-cap, can promote sale items or cross-sell related items or accessories. This display—sponsored by the vendor renting the end-cap space—can also present news and other information to capture shoppers’ attention.

Feature display: Rain or shine, react instantly to weather changes—or inventory levels—by updating information displays built into fixtures to promote jackets, boots, tank tops and other seasonal merchandise.

Making networked digital signage work

Networked digital signage has three components: advertising sales, content creation and management, and content distribution.



Advertising sales: In-store advertising must be integrated and managed with your merchandising plan. The Convergent advertising sales group works with you to identify and close opportunities with vendors in your supply chain and other advertisers.

Content creation and management: Advertising, learning programs and corporate communications information is created, aggregated and/or re-purposed within a centralized authoring and production environment. This multi-use content is then digitized, indexed and stored in a central database for enterprise-wide retrieval and distribution.

Content distribution: Content is only effective if it is delivered to the right place at the right time. We analyze, upgrade and augment your existing enterprise network as needed so your infrastructure supports dynamic delivery of live and on-demand television-quality programming to multiple devices. The solution may be terrestrial, satellite or a hybrid of both depending on your requirements. Deployment of a content server at the local store minimizes distribution costs. This common platform can also be leveraged to deliver corporate communications and eLearning.

Summary

Networked digital signage represents a significant opportunity for retailers to build brand, attract new advertising revenue, drive shopper loyalty and increase sales.

About Convergent Media Systems

Convergent Media Systems, founded in Atlanta in 1980, is the leading provider of high-impact video and media-rich communications for digital signage, eLearning and corporate communications enterprise applications. Solutions include design and development of custom content and courseware, digital asset and learning management, broadcast-quality studio and production services, network engineering, installation and ongoing operational services. For more information, call 1.800.877.7804 or visit us at www.convergent.com.