

# Turbo-charging Digital Signage ROI with Interactivity

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# Interactivity Can Drive Significant Enhancements to Digital Signage Messaging

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## Elevate Customer Engagement

- “Pull” vs. “Push” Content
- Users can “control” content

## Deliver Value-added Services

- Platform for providing information and customer service
- Ability to transact with users

## Capture Metrics

- Tracking user responses to content
- Real-time feedback
- Enhanced ability to target messaging

# ROI Example 1: Advertising-based Interactive Digital Signage

## “Traditional” Digital Signage



- Displays an advertisement
- Customized by location and time
- May show other “informative” messages
- One-way communication

## Interactive Digital Signage



- Displays an advertisement and additionally may also provide a specific service – hence heightening the public attraction
- Advertising shown can be influenced by user’s activity = significant increase in relevance

**= more Return on Marketing Investment**

# ROI Example 2: Interactive Digital Signage in Retail

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## “Traditional” Digital Signage

- Showcase specific products (potentially advertising-model based)
- Increase brand awareness/ use as tool to communicate brand
- Communicate promotions/ sales



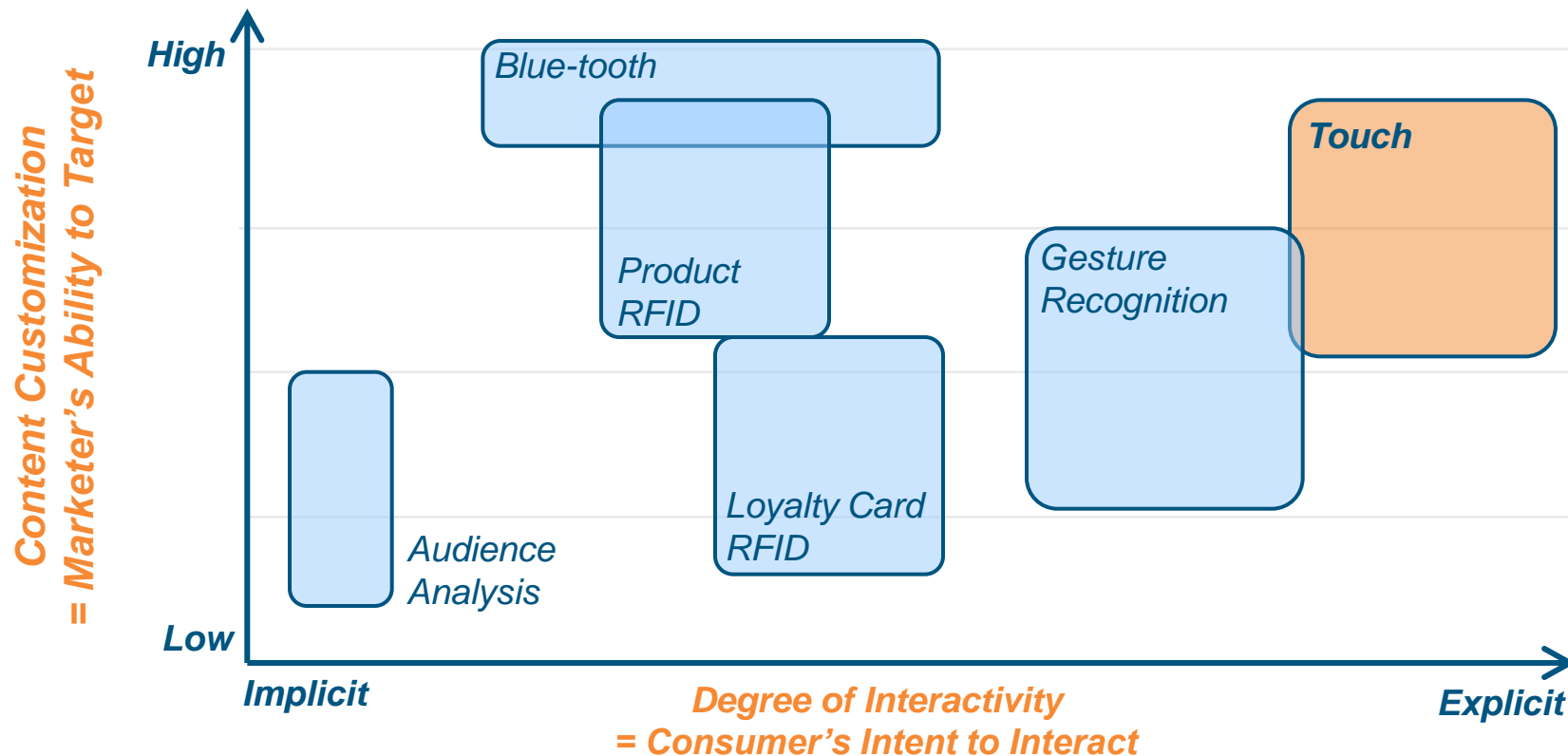
## Interactive Digital Signage

- All of the above, plus:
- Invite customers to browse products/ sizes
- Suggest complementary products
- Identify customers using RFID-based loyalty cards to target specific messages

= Targeted, engaging messaging

**= More Sales!**

# Key Question 1: What Type of Interactivity does Your Application Need?



# Key Question 2: For Touch Interactivity, How to Select the Best Technology?

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## Ruggedized for Public Access

- Scratch and tamper resistant
- Scratch tolerant
- Easy to wipe down or clean

## Suitable for Large Format

- Cost effective at large sizes
- Mechanically stable and accurate at large sizes

## Design and Quality

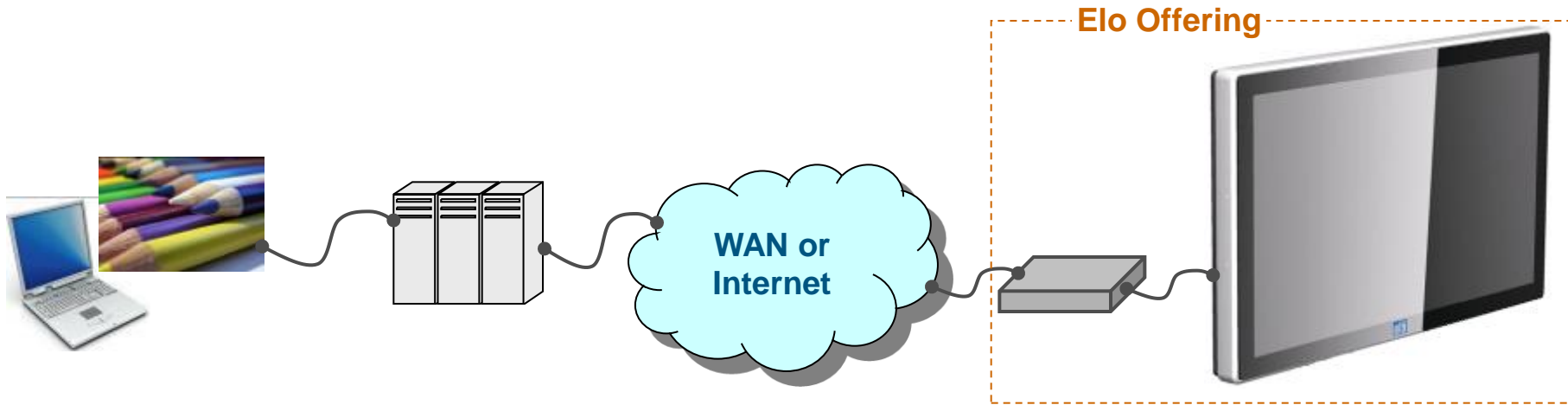
- Flexibility to create industrial designs that blend into the environment
- Able to preserve image quality and brightness (screen stack-up)

## Accessible (ADA Compliant)

- Works with any input device – finger, nail, pen, glove, prosthetic device

**There are many touch technologies available, few are ideal for Digital Signage. Market perception of “touch is touch” is simply not true!**

# Key Question 3: What type of Infrastructure do You Need to Enable Interactivity?



## Content Creation

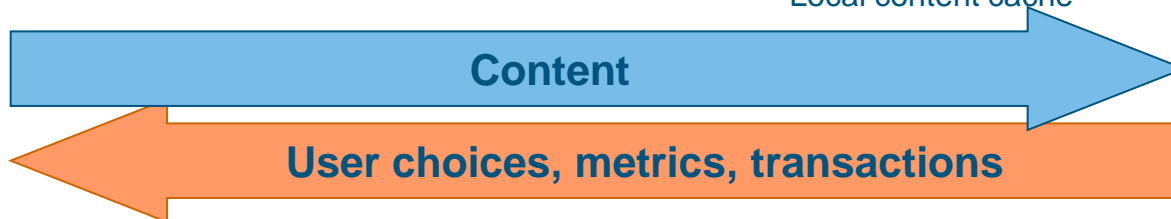
- Creative design (e.g., graphics, video, menus)
- Layout on display
- 3<sup>rd</sup> party aggregation
- Programming

## Content Management

- Storage
- Downloading/ streaming
- Scheduling & management
- Reporting and metrics

## End-point Hardware/ Software

- Media player (higher performance needed for interactivity)
- Client software to download and play content
- Touch driver
- Local content cache



Interactive Digital Signage is a “2-way” System