



4TH ANNUAL
DISPLAYSEARCH

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@ **infoComm11**
INFORMATION COMMUNICATIONS MARKETPLACE

Interactivity in Digital Signage: Challenges and Questions



AN NPD GROUP COMPANY

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*For distribution to Digital Signage Conference attendees only.
Content remains the property of DisplaySearch.*

Interactivity Can Drive Significant Enhancements to Digital Signage Messaging



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

Retail & Hospitality applications drive most benefits,

Retail (Inside Store)



- Marketing – brand or product level
- Invite customers to browse products and sizes
- Suggest complementary products
- Identify customers and products using RFID/ loyalty cards

= Targeted, engaging messaging

= More Sales!

Shopping Mall (Outside Store)



- Way-finder and mall customer service, to attract shopper to use
- Advertising shown can be influenced by user's activity
- Advertising revenue obtained directly from mall businesses
- Coupons and "instant deals" to convert impressions to \$\$

= significant increase in relevance

= more Return on Marketing Investment

However, four key challenges exist to unlock the potential of interactivity

1

Lack of integrated solutions

2

Content is not well understood, not “Plug and Play”

3

Advertising is mired in existing metrics (geared for 1-way)

4

RoI models continue to be elusive

Technology Providers (Examples)

Touch



Other/un-branded large format touch



Integration Providers

- Global touch-display OEMs
- Display OEMs (aftermarket touch)
- Local integrators

Beginning to get addressed

Other Interactive



- Content Management ISVs?



Opportunity Here!

Example of technology Integration – Touch Video Wall



elo
TOUCHSYSTEMS

Source of the Largest Selection of Touch Products and Technologies

Array Interactive
Cinematic Experience Engine (CEE)

Cisco
Digital Media Suite (DMP 4310G)

Elo
Interactive Touch Display (DS 4200L IntelliTouch)

Not A Typical Video Wall

- Viewers choose content with interactive displays
- Metrics about all viewers
- Telepresence options
- Mobile connectivity

Touch Solutions for Your Applications

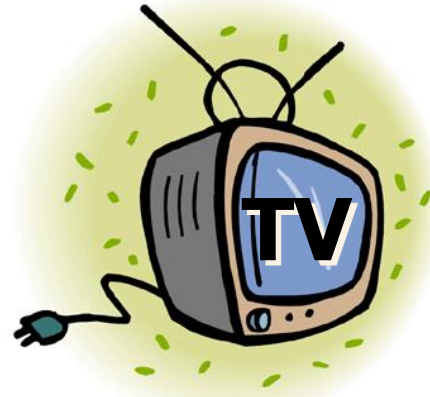
TE TOUCH SOLUTIONS

3x 4200L IntelliTouch

3x Cisco DMP 4310G

Digital Signage

Old World



New World (Digital Signage)



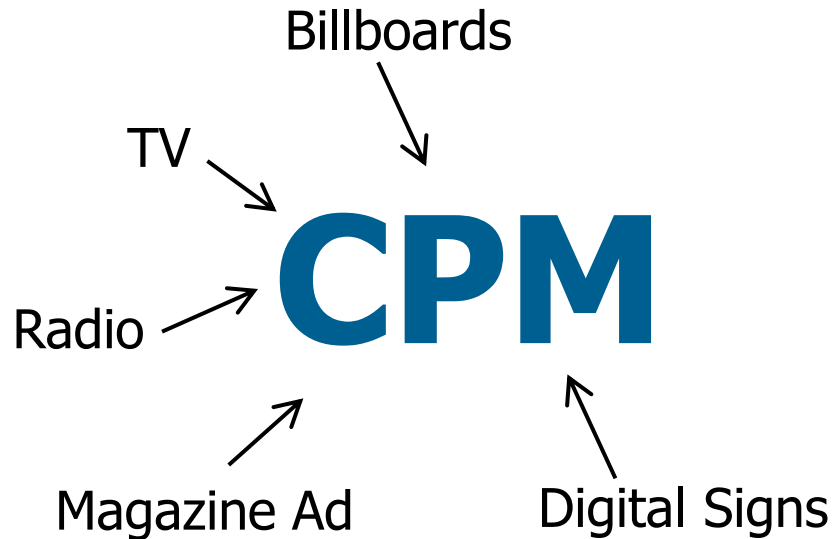
- Live/stored video loops
- Still images
- Scrolling feeds
- Widgets (e.g., weather, clock)

Interactive Digital Signage



- Some native support by CMSs, but still mostly custom work
- Web?
- Flash?
- Is it easy to combine/ lay out interactive assets?

One-Way Media



Interactive Media



- Media more engaging
- Inherently know more about users
 - Is user looking for food?
 - Is it a male or female?
- Potential to “take message away with you”
 - SMS Coupon

We need a “Cost Per Click” type revolution in Interactive Digital Signage

Cost Side

Hardware:

- Touch- (or other) interactive interface on the display
- Higher performance “media player”
- (Some times) longer lead times

Software

- (Some times) higher cost of interactive capability (e.g., audience analysis license)
- Higher cost of CMS license

Content

- Content costs higher than one-way signage
- Often customized content required



Return Side

Higher Sales

- Increased customer engagement at the point of sale
- Connecting “bricks to clicks” – customer’s buying decisions, online ordering

Better Customer Service

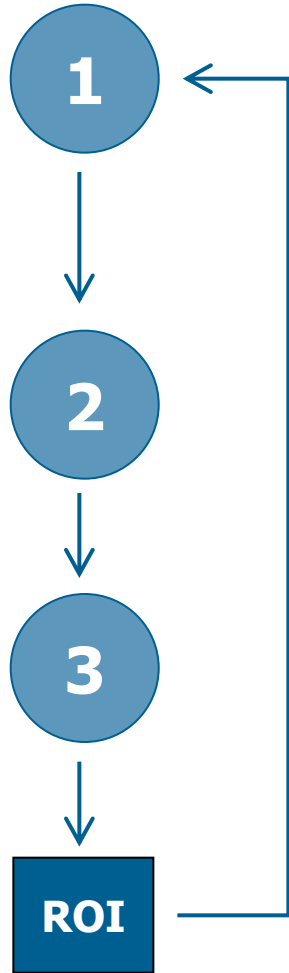
- Technology allows more consistent and readily available answers to tech-savvy customers

Higher Advertising Revenue

- More relevant advertising should command a higher “CPM”



We need to sit down with our customers in a “Consultative” environment



What is the objective?

- What are the key benefit drivers?
- Who is the audience and in what environment will they use the signage?
- What key features are needed (e.g., advertising, transactions, mobile connectivity)

What content is needed to fulfill the objective?

- What are the costs and skills needed to enable the content?

What Software/ Hardware platform will enable the objective?

1. What does the network look like? What software applications and content management systems will fit the bill?
2. What hardware will best enable the system at the lowest total cost, accessibility and highest reliability?