Interactivity in Digital Signage: Challenges and Questions

Neeraj Pendse
TE Touch Solutions
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

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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
Apart from touch, few technologies are available in an “integrated” form

**Technology Providers (Examples)**

- Global touch-display OEMs
- Display OEMs (aftermarket touch)
- Local integrators
- Content Management ISVs?

**Integration Providers**

- Touch
  - nextwindow optical touch
  - LUMIO Virtual Interface Technology

- Other Interactive
  - GestureTek
  - intel
  - KINEMO
  - TRUMEDIA Every Face Counts

Beginning to get addressed

Opportunity Here!
Example of technology Integration – Touch Video Wall

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Interactive content is not well developed and standardized for easy deployment

**Old World**

- **Digital Signage**
  - TV

**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?
Interactive Advertising has great potential – but it is still limited by one-way metric.

One-Way Media

- Billboards
- TV
- Radio
- Magazine Ad
- Digital Signs

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.
RoI for Interactive Signage has not been clearly demonstrated

<table>
<thead>
<tr>
<th>Cost Side</th>
<th>Return Side</th>
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<tbody>
<tr>
<td><strong>Hardware:</strong></td>
<td></td>
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<tr>
<td>• Touch- (or other) interactive interface on the display</td>
<td>Higher Sales</td>
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<tr>
<td>• Higher performance “media player”</td>
<td>• Increased customer engagement at the point of sale</td>
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<td>• (Some times) longer lead times</td>
<td>• Connecting “bricks to clicks” – customer’s buying decisions, online ordering</td>
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<tr>
<td><strong>Software</strong></td>
<td>Better Customer Service</td>
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<tr>
<td>• (Some times) higher cost of interactive capability (e.g., audience analysis license)</td>
<td>• Technology allows more consistent and readily available answers to tech-savvy customers</td>
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<tr>
<td>• Higher cost of CMS license</td>
<td>Higher Advertising Revenue</td>
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<tr>
<td><strong>Content</strong></td>
<td>• More relevant advertising should command a higher “CPM”</td>
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<tr>
<td>• Content costs higher than one-way signage</td>
<td>Application Specific RoI Quantification</td>
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<td>• Often customized content required</td>
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Higher Cost

We need to sit down with our customers in a “Consultative” environment
To ensure a successful sale, we need to walk customers through a top-down approach.

1. **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)

2. **What content is needed to fulfill the objective?**
   - What are the costs and skills needed to enable the content?

3. **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?