

# Intelligent digital signage for more customer reach at the point of sale

- Only by touching the products you can create clever product stories and shorten the way to the purchase
- Virtual shelf extension on interactive touchscreens
- Automated cross-selling
- Tracking of customer usage for market research and selective targeting
- Intuitive user interfaces for each content story
- Social media, webshop and smartphone connection directly via the system
- The content can be modified online and can be changed daily without visiting the store
- Automatic product detection which generates corresponding content
- Market research data available online at any time and updated instantly
- Support of the sales staff for even more efficient customer service
- Low costs, flexibly scalable integrated content management system
- Modular extensions, such as POS payment or use of artificial intelligence algorithm for data



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the Future of Trademarketing



## Trademarketing 4.0

Our systems combine the essential consumer **benefits of online shopping and location-based retail**. Just touching/lifting the products on the shelf produces a visual presentation of the products with information and emotion and immediately ensures a direct, **interactive customer dialogue**. Product variations not available at the POS are also made visible by means of "virtual shelf extension", thus considerably enlarging the experience space. Integrated product configurators to involve the customer, and allow individual requests and questions to be addressed.

This "digital sales person" **reduces personnel, service and material costs** in retail, sales and marketing. A CMS available to the retailers, brands or even supporting agencies allows for individual changes to the content shown. Online and offline operation is possible. Individual **cross-selling** recommendations and seasonal or regional additional information are provided to increase turnover for retailers and inspire customers. The connection with smartphones allows you to carry all information "in your pocket" or to link up with social media.

**All customer usage is analysed** and the results are immediately available online. This makes it possible for the first time to obtain customer-specific **market research data** in real time outside of web stores at the point of sale directly. The previously unavailable at the POS, **accurate measurement of advertising** effectiveness is now guaranteed for both brands and retailers, which can be used as a separate profit source. Extensions, such as the use of **payment systems** or the integration of merchandise management systems and artificial intelligence are currently in preparation.

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