

[RETAIL](#) – [CORPORATIONS](#) – [HOSPITALITY](#) – [CONVENTIONS](#) – [EVENTS](#)

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[Enhance the shopping experience](#)

When in-store media is properly executed, 42% of retail video viewers would prefer to shop at a store that has video displays versus one without. (Platt Retail Institute, September 2006)

[Increase product sales](#)

44% of shoppers said they would switch a product they previously intended to buy for one being featured on video display (Nielsen Research, September, 2006 Customer Behavior Study)

29% of retail-video viewers have made an unplanned purchase after seeing a product featured on the in-store video display. (Arbitron Research, September 2004)

[Reduce in-store clutter](#)

Digital media that attract more attention than static signs can help clear the aisles while lowering costs related to printing, shipping, in-store compliance and disposal. It also supports more frequent and targeted messaging; which is not present with traditional static signs.

[Strengthen your mobile marketing program](#)

Customers can be reached with such useful information as promotions, event updates, and last-minute sales.

[Improve employee communication and training](#)

One of the high costs to companies is employee turnover. The cost of hiring and training, combined with the cost of poor customer service, is enormous. Video media programs can pay huge dividends. Daily team messaging, customer service and sales techniques, career profiles, product safety, and training content are but a few of the possible uses.

[Reduce perceived wait-time for customers](#)

No one is a big fan of waiting. Use of digital signage displays generates a 40%-60% reduction in perceived wait time as the customer is “entertained” by the generated messaging. (BTV+, 2006)

[Generate new revenue by selling advertising space](#)

When done right, it can be a powerful incremental revenue generator. Advertising should be appropriate and viewer minded.

[Drive traffic to your website](#)

Leverage both In-store and Web-based shopping to drive sales and loyalty. On-location digital messaging provides an opportunity to introduce your on-line presence and promote cross-channel engagement of your shoppers.

[Strengthen relationships with your community](#)

“Narrowcasting” enables you to pinpoint unique messages down to a specific location. This can be as simple as local news, weather, high school or college sports and community sponsorship. Put “punch” into your ‘we are part of the community’ messaging.

[Enhance product presentation](#)

Target your product for maximum exposure to your audience. Whether retail, real estate, health care, hospitality, amusements, automobiles, or any industry wanting to present a directed and entertaining presentation to a selection of attracted viewers.

[Memorials](#)

Once in a lifetime events, captured digitally with your customer’s photographs, choreographed into a lasting memory. Awards and recognitions – baptisms – bar mitzvahs – bat mitzvahs – weddings – funeral memorials. Creative, unique, entertaining, tasteful, heart-warming.