



Solutions to business challenges

In-Store Customer Experience

The Internet of Screens

A Screen invasion is in progress

We meet THEM almost everywhere..



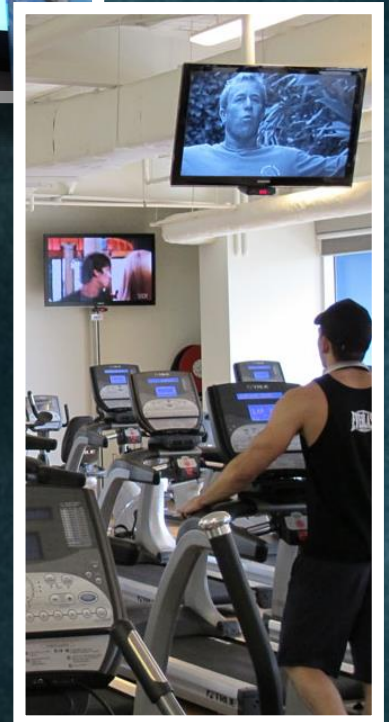
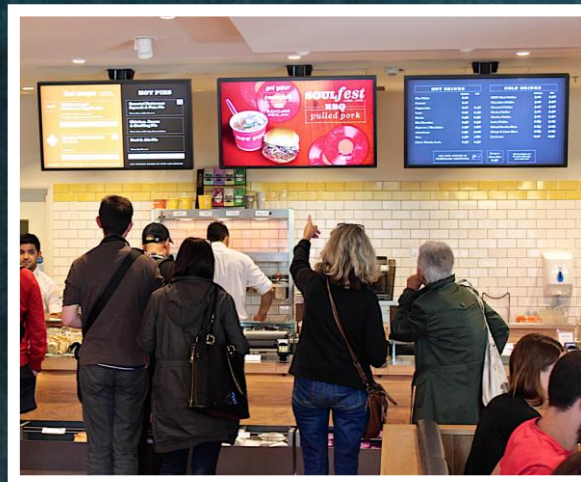
In our pockets, in our cars, our office, bank, gym, bar, house, bedroom, even in churches!



Sometimes we touch THEM



Sometimes we don't



The market: DOOH figures & trends

12.4% compound annual growth rate to 2018

11.3% in 2014 - \$10bn

14min / week: average global consumer exposure to DOOH media

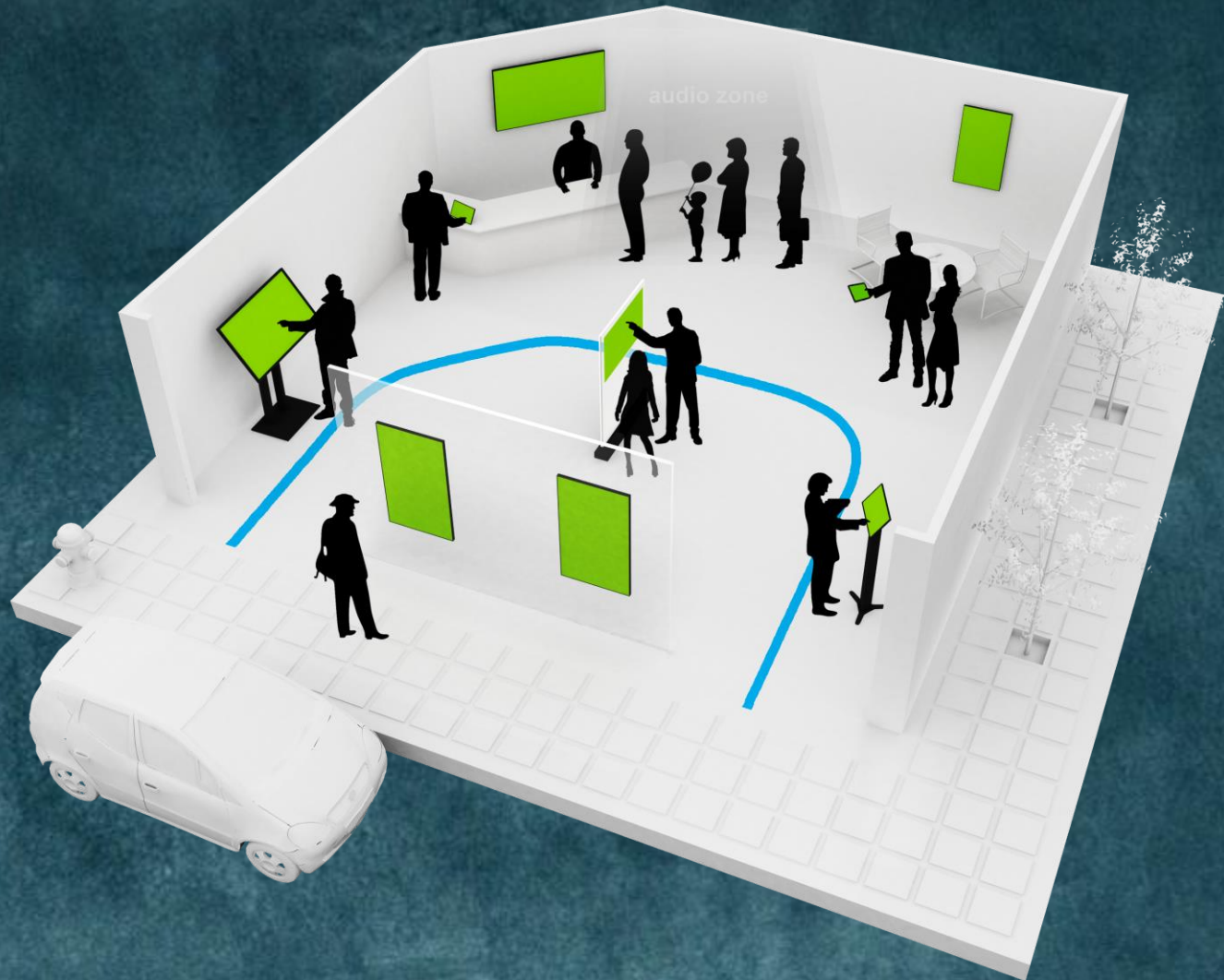
engagement: 47% after 30 days
among the highest recall in the industry

consumers are 41% more receptive to OOH advertisements

let's focus on our customer's journey

it's all about "TOUCH POINTS"

Our Opportunities



Challenges at any “TOUCH POINT” of the customer’s journey

centrally manage the communication

be Clear, Informative, Relevant, Useful, Persuasive

get Personal & Exceed Expectations

deliver a unique EXPERIENCE
and CONVERT!

convert foot fall



Grab attention!

Get them in, with call to action campaigns

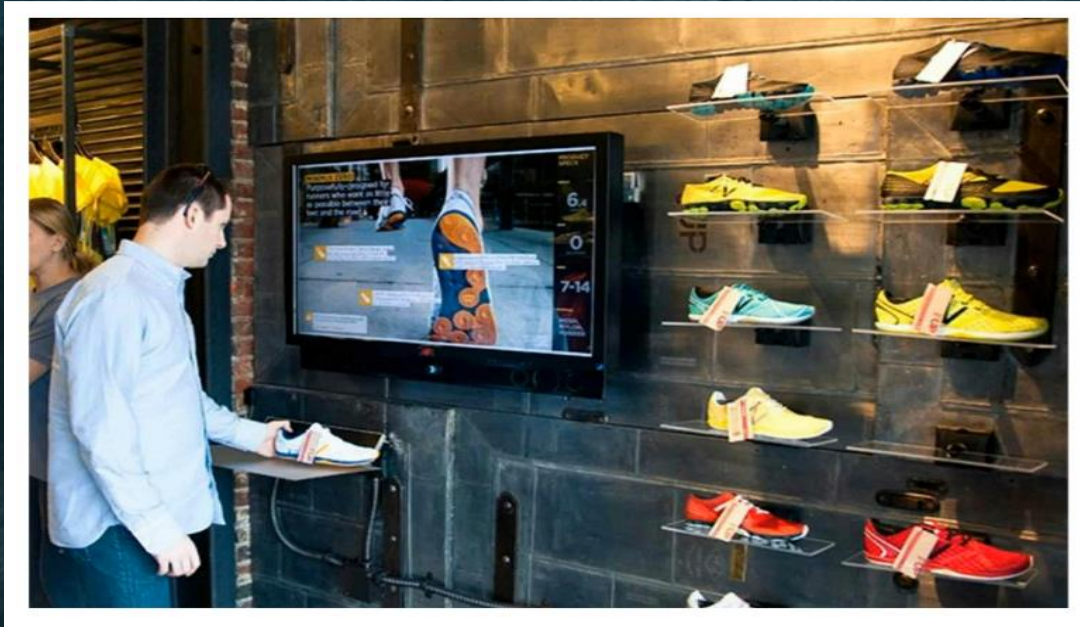
serve on the Windows

get personal – address the neighborhood

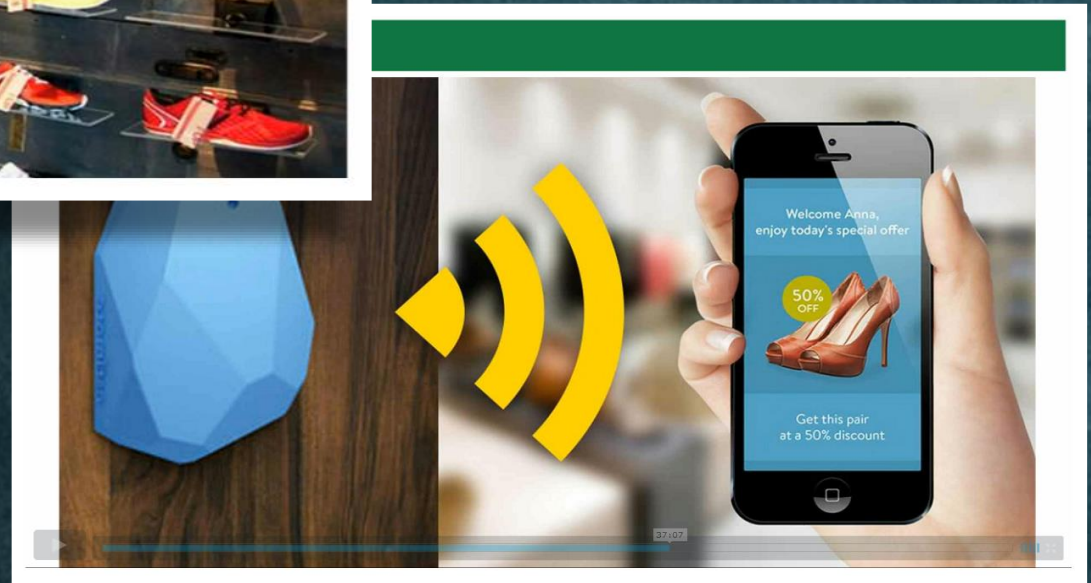


shift to on-line channels when
the shop is closed

incorporate opportunities for un-attended interactions



ibeacons, NFC,
RFID e.t.c.



engage for results



add
WOW elements
that work



Tap your card to..



www.mypaneltv.com

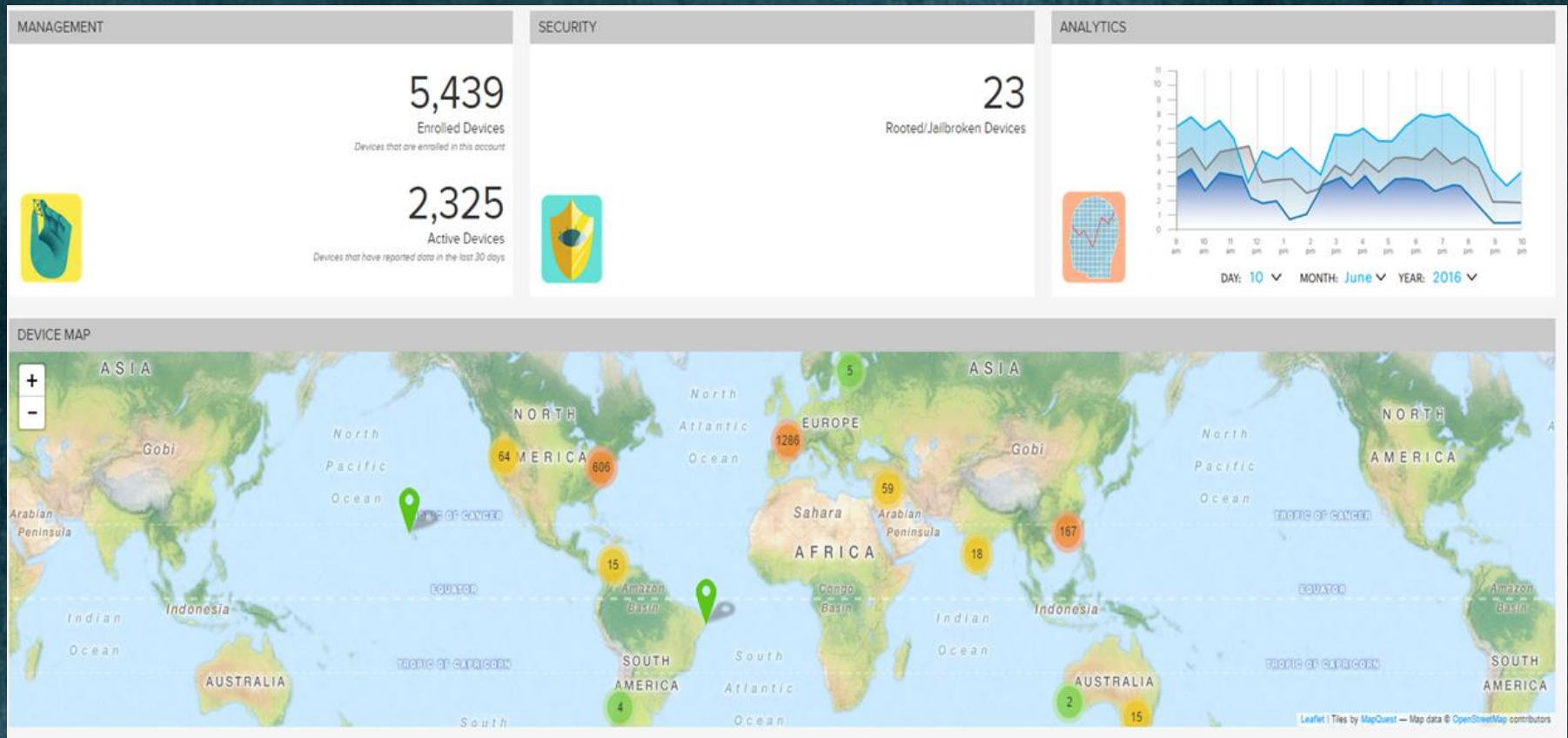
empower our in store associates

educate customers about their choices



Centrally manage sales people tablets

Update, schedule, monitor our apps, use, uptime..



expand Reach of digital repurpose TVCs & Posters



animate
&
turn
heads



reduce expenses & time
increase impact

with **LESS** paper

no logistics
ups & downs on schedule
messages by segments
campaigns by type of location
correct or change on the fly
any customization..



synch with your DATA

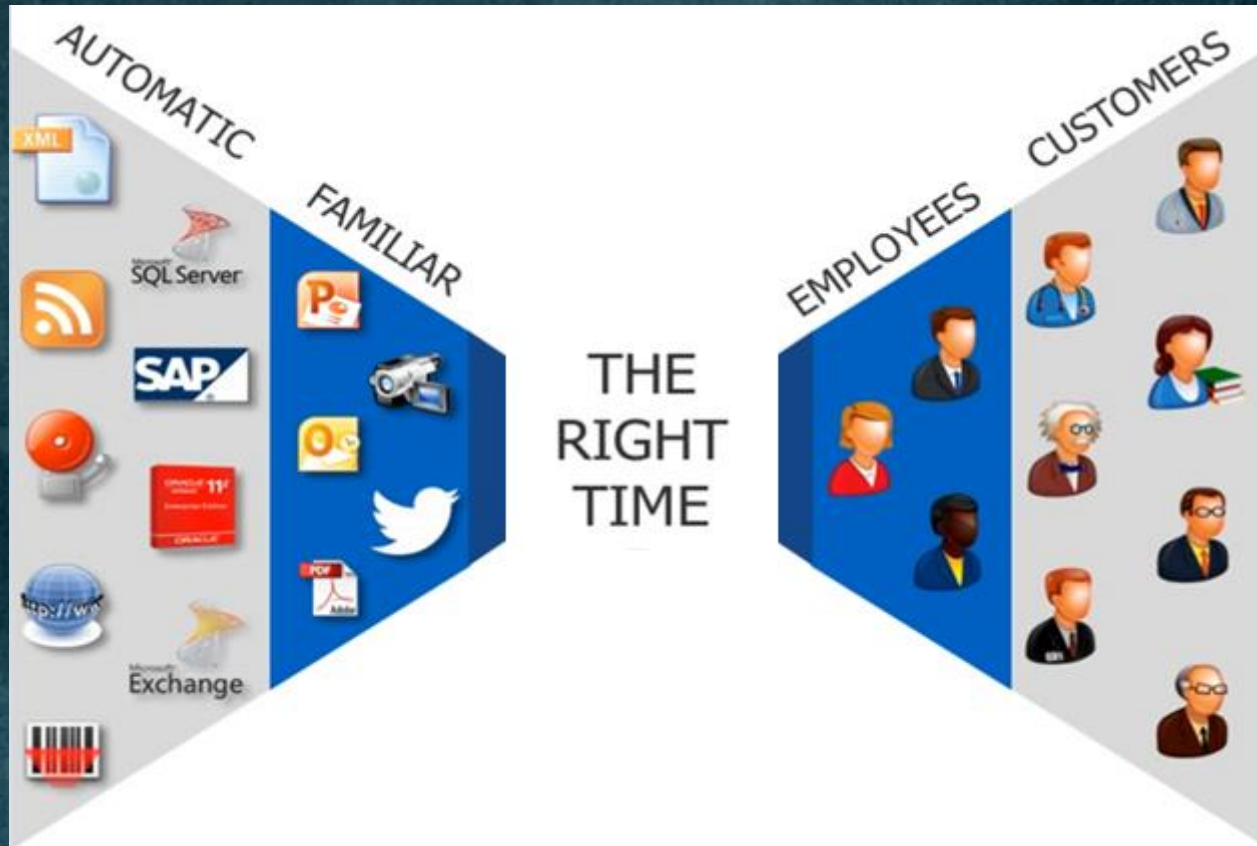
EXAMPLE:

announce happy hour
change prices whenever
update your bundles
automate visuals

menu				
Pizza	Small	Medium	Large	XLarge
4Work	6,40€	7,40€	8,40€	9,40€
Penguins Favorite	7,20€	8,20€	9,20€	10,20€
Meat Lovers	7,80€	8,80€	9,80€	10,80€
Garden Fresh	8,10€	9,10€	10,10€	11,10€
Spicy & Hot	8,50€	9,50€	10,50€	11,50€
Spinach Alfredo	8,70€	9,70€	10,70€	11,70€
Chicken	8,90€	9,90€	10,90€	11,90€
Hawaiian	9,30€	10,30€	11,30€	12,30€
Six Cheese Melt	9,90€	10,90€	11,90€	12,90€
Sides	Pizza Extras			
Bread Sticks	2,40€	Dipping Sauces	1,40€	
Bread St & Parmesan	3,20€	Pepperocinis	2,20€	
BBQ Wings	6,80€	Parmesan Cheese	2,80€	
Honey Wings	7,10€	Crushed Red Pepper	2,10€	
Spicy Wings	8,50€	Special Seasonings	2,50€	
Unsaused Wings	5,70€	Beverages		
Spicy Chicken Strips	9,90€	Coca Cola	1,10€	
BBQ Chicken Strips	8,30€	Coca Cola ZERO	1,20€	
Honey Chicken Strips	8,90€	Coca Cola Diet	1,30€	
Cheese Sticks	7,90€	Sprite	1,10€	
Chicken Strips	7,90€	Mineral Water	1,10€	
Desserts				
Apple Pie	4,90€			
Cinnamon Pie	4,90€			

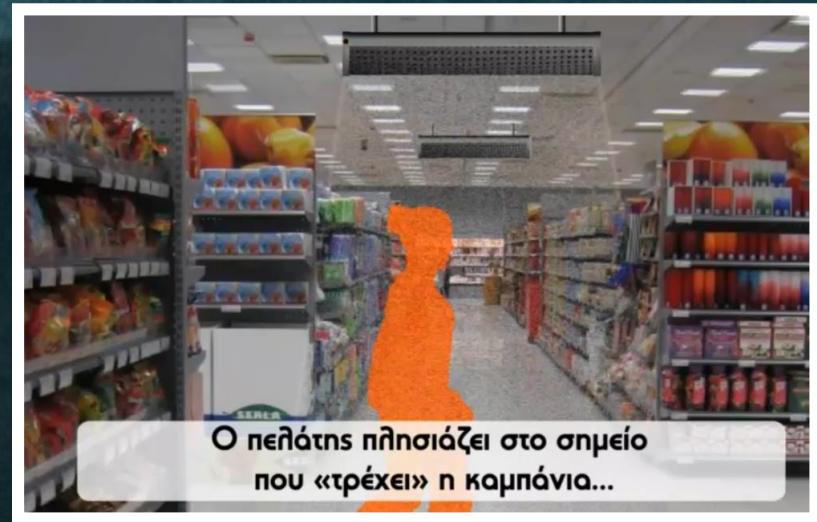
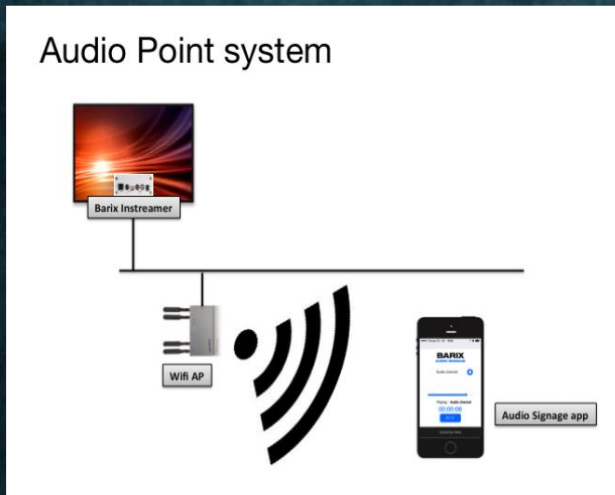
make the obvious happen!

manage centrally at individual screen level



use the data – trim screen content

deliver collective or individual audio on-line



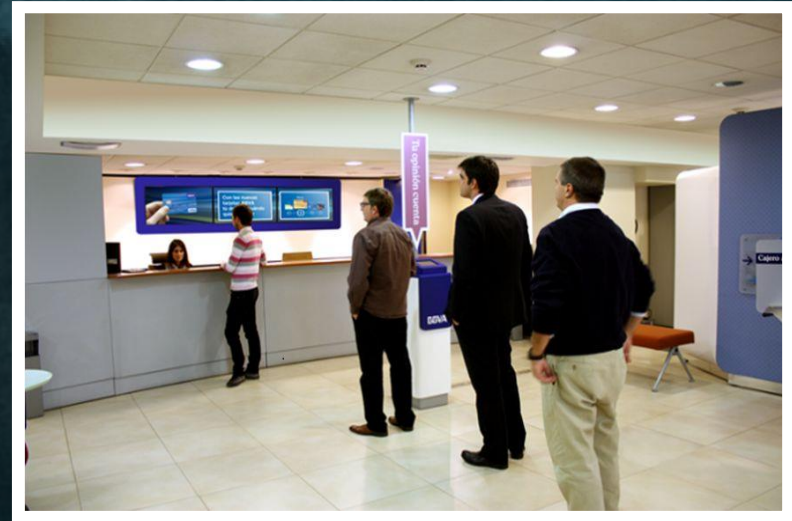
to smart phones
or tablets



on hot spots

by the
product

automate Foot fall & Audience measurement



	01/05/2014 - 07/05/2014 -								
5	00:00:00	23:59:59							
6			Impressions	OTS	Impressions / OTS	Average Attention Time	Total Attention Time	Average Dwell Time	Total Dwell Time
7	London	256,204	291	81%	3.1 sec.	166,061.4 sec.	7.5 sec.	400,551.6 sec.	
8	Paris	66,205	77,336	86%	2.0 sec.	133,402.3 sec.	5.7 sec.	376,784.8 sec.	
9	Rome	43,719	71,874	61%	3.6 sec.	158,953.1 sec.	7.6 sec.	333,761.3 sec.	
10	New-York	73,490	101,093	73%	2.1 sec.	150,841.3 sec.	5.1 sec.	377,603.6 sec.	
11	Total	236,785	316,593	75%	2.6 sec.	609,258 sec.	6.3 sec.	1,488,701 sec.	

measure KPI across whatever you want..

Using data of:

*Customer Entries, Gender, Age class,
Attention Time, Screen/Camera OTS, Actual Viewers*

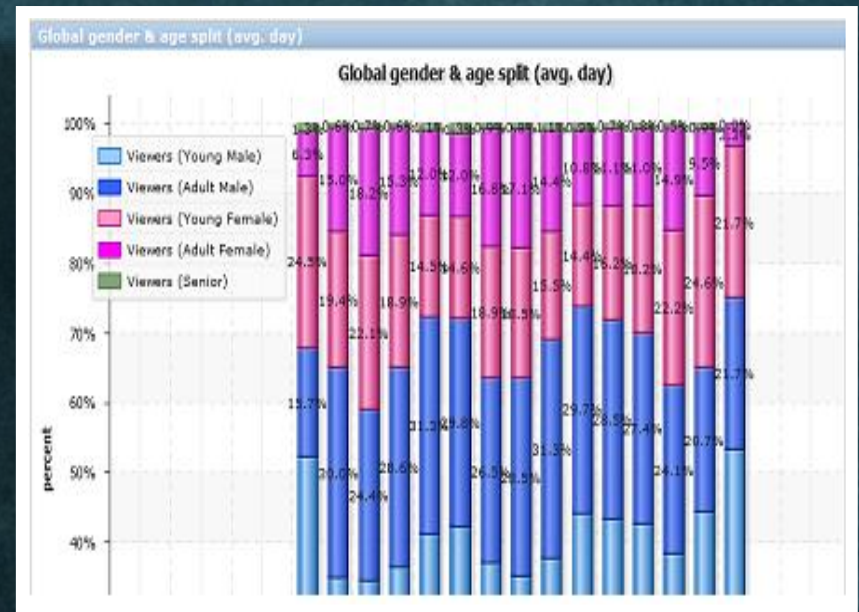
Data accuracy on:

Viewer Counts: ~95%

Footfall passages: ~95%

Gender Classification: ~85%

Age Group Classification: ~75%



With PRIVACY: No Images Saved / No personal data captured / Transparency

...get immediate feedback



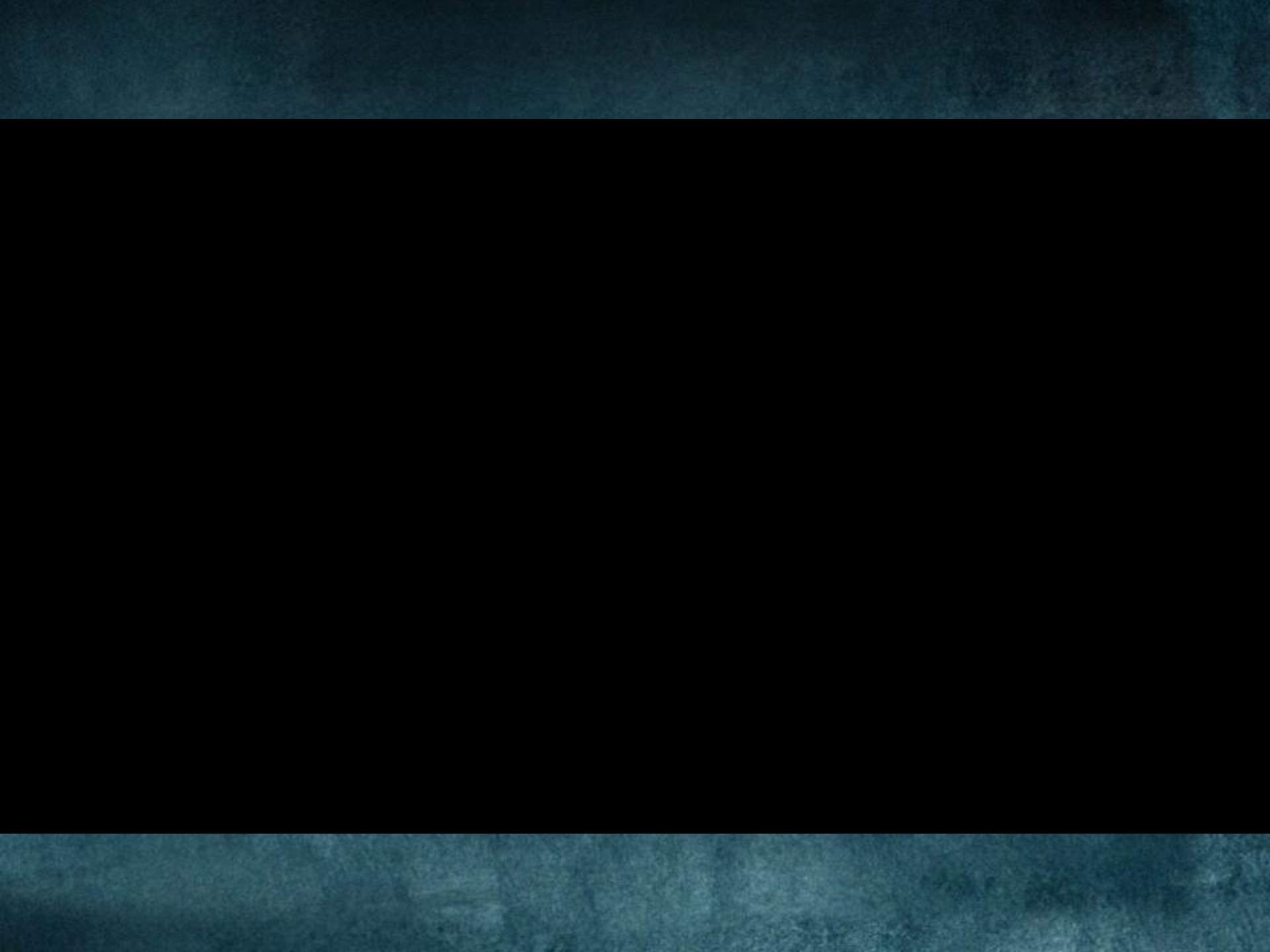
..how likely is it that you would
recommend us to a friend or colleague?

include fresh content with a human touch



promote
CSR Activities

keep the eyes on the canvas



needs & ingredients

are getting more **sophisticated** and **grow in number**

**it is definitely more than screens & devices !
better choose your partner**

with hands on expertise

**comprehensive
approach**

content masters

value adding

Choose

