



Treat
you
office



Digital Retail Signage

\Orchestrating a brighter world



Visual connections

Omni-channel presence

The customer journey often begins online ahead of a more tactile purchase in-store – regardless of the channel, the retailer must provide a consistent experience across all touchpoints. Digital displays and interactive signage solutions are increasing the flexibility for marketing communications in-store, connecting all channels in real time to enhance efficiency and affect sales uplift through outstanding experiences.

Strategic positioning

Digital signage is prevalent throughout the customer journey, from entering the store, navigating around departments, to approaching the checkout. This signage can be categorised into four key types: shop window, wayfinding, shop floor and checkout. In all locations, content is king; bright and dynamic, entertaining customers with outstanding digital messages which drive emotions to heighten brand loyalty and influence customer behaviour.

Digital prospects

Whether researching information or being entertained, NEC's broadest portfolio of display technologies and support services deliver a perfectly tailored solution for retail applications. Aligning stock levels with promotions, matching content to audience demographic, providing virtual assistance through gamification and empowering self-service – there are so many creative ways to boost sales and deliver outstanding customer experiences.

68% of customers are more likely to make a purchase if they have seen the product advertised in-store.

80% of grocery stores saw sales increase by **33%** following the deployment of digital signage.

32% of customers would wish to access an in-store self-service kiosk to search and purchase a product.

40% of customers are positively influenced by visual messaging.

Sources: PricewaterhouseCoopers AG, KPMG AG.

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DISCOVER A GREATER LEVEL OF



Visibility



Engagement



Analytics



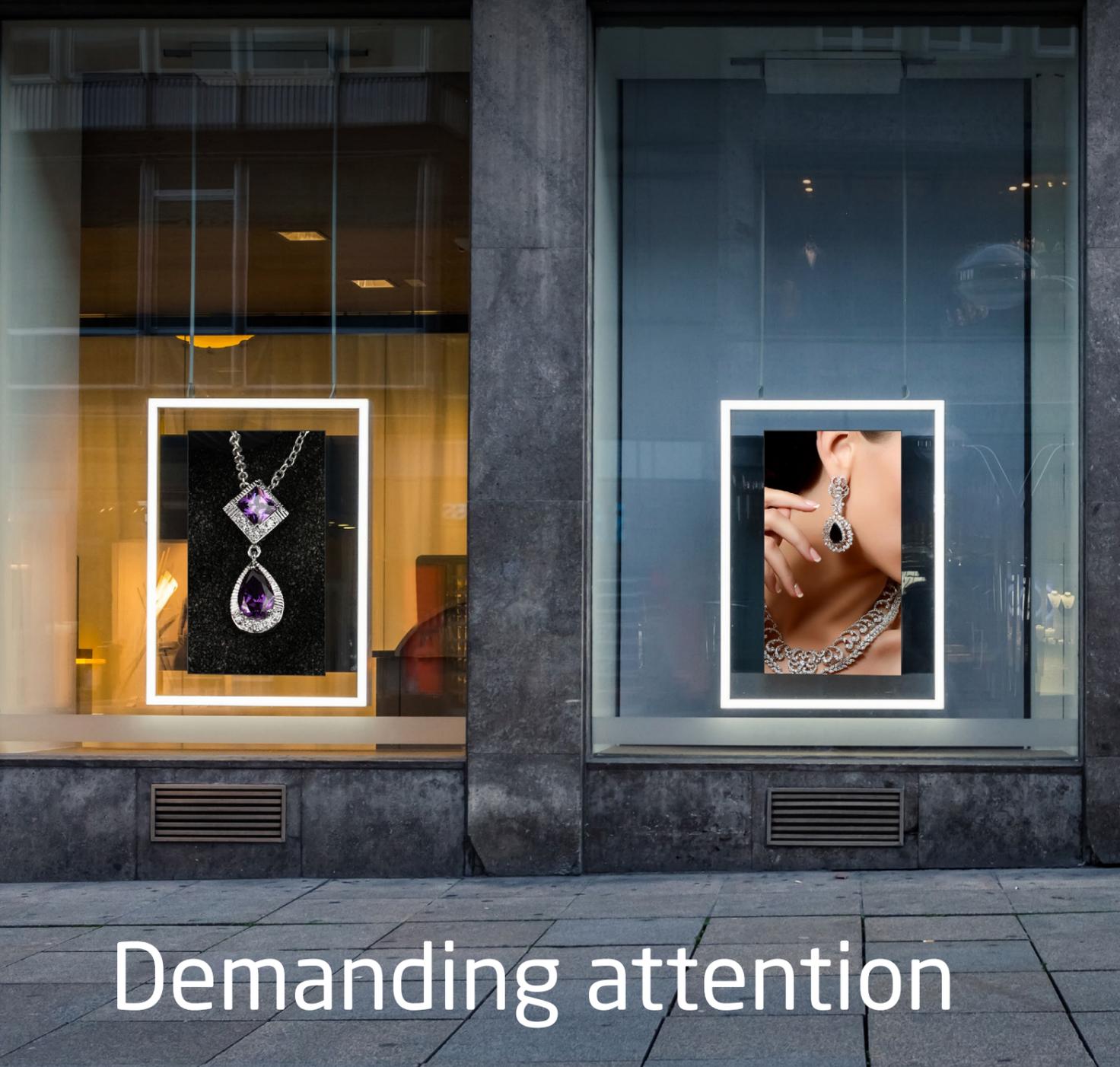
Flexibility



Interactivity



Value



Demanding attention

Attracting passers-by - entice them in

Media noise is at its highest in a shopping mall or busy high street, not only from signage but also from personal devices. Bright, animated visual content catches the attention of passers-by, it activates the emotions to draw a response, ultimately to entice them in-store to engage further. Content tailored to the target group enhances its potency; emotive connections increase footfall, multiplying potential sales with new and returning customers.

Shop Windows and Entrance Area

Digital Window Displays

Robust, yet slim in design, 24/7-ready digital displays from NEC provide consistent and reliable performance, compliant to EU fire regulations and sized up to 98" to maximise available space. Seamlessly integrated into indoor branded shop window displays, it's the all-important content which shines out in superb colour and clarity to attract the attention of passers-by in shopping malls.



High Brightness Solutions

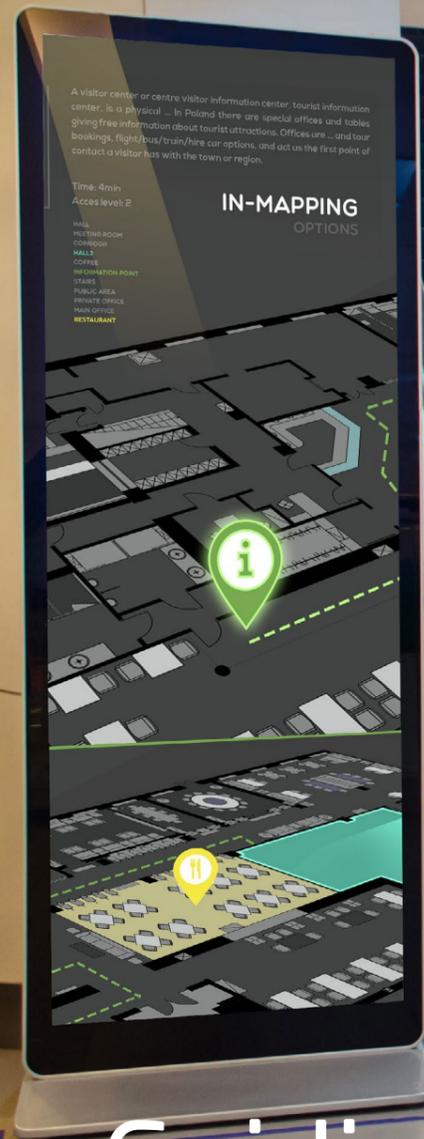
Potentially positioned in direct sunlight in shop front locations where ambient light conditions are at their most challenging for digital signage, NEC's High Brightness displays deliver content at up to 2700cd/m² ensuring superb readability to attract passers-by. The robust, high quality panel is resilient against high temperatures, delivering consistent performance for 24/7 branding whilst sensors ensure lowest power usage.



Premium Shop Window Signage

Guaranteed to stand out amidst the digital noise, NEC's dvLED display solutions deliver thrilling customer experiences in vibrant, high brightness with excellent viewing angles. Bezel-free and scalable to virtually any size, the super slim and lightweight modules are easy to install even in the tightest spaces. A premium level product yet with compelling long life sustainability credentials, this solution perfectly delivers for luxury brand messaging.





Guiding customers

A welcoming and effortless shopping experience

Larger retail environments such as department stores and shopping malls can be complex and overwhelming to navigate. Wandering around aimlessly is tiring and frustrating for shoppers. Simply by deploying well positioned and clearly visible digital screens, visitors can quickly and easily make their way to their desired point of interest ensuring a positive experience for shoppers and potential revenue generation for retailers by selling advertising space.

Digital Wayfinding Boards

Strategically positioned to guide customers through the store, NEC's robust vandal-resistant displays with optional 4mm Protective Glass provide immediate access to easy-to-read wayfinding information, even under bright lights thanks to anti-reflection properties. Suitable for 24/7 operation and future-ready with an OPS slot, NEC digital signage offers excellent flexibility and the opportunity for additional revenue through advertising.



Space-saving Directional Signage

In portrait or landscape orientation, NEC's Bartype display offers a super-stretched format which effectively maximises previously unusable space. On height restricted ceilings, mounted on pillars, above the checkout, along shelving or above shop furniture; the Bartype display offers excellent flexibility with easy content adaption via the integrated trim function and the capability to split content.



Interactive Information Terminals

A vital requirement in large retail environments, interactive functionality enables a large amount of complex information to be easily accessible and visualised via simple, intuitive touch operation. Depending on application requirements, NEC offers different touch technologies and a customisable open platform. The robust design and toughened glass surface ensures safe operation in public spaces.





Driving sales

Harmonised communications drive success

Increase the effectiveness of your marketing communications. Context-aware signage measures and analyses environmental conditions, sales and customer data or audience demographics in order to present a product that's relevant and meaningful to the audience. Similarly, content across the network can be adjusted according to current stock levels, supporting promotions and cross-or up-sell initiatives to move stock or redirect sales for highly efficient and targeted marketing efforts.



Small Digital Posters

Smaller format displays from 17" surprise customers with close up content at strategic points across the sales floor - on shelving, alongside featured products or at the checkout; deliver pertinent content regarding current promotions, offer style advice or recommend recipe suggestions for cross selling initiatives. Single or multiple configurations with eco-friendly features and long lasting performance fit seamlessly with their slim profile.



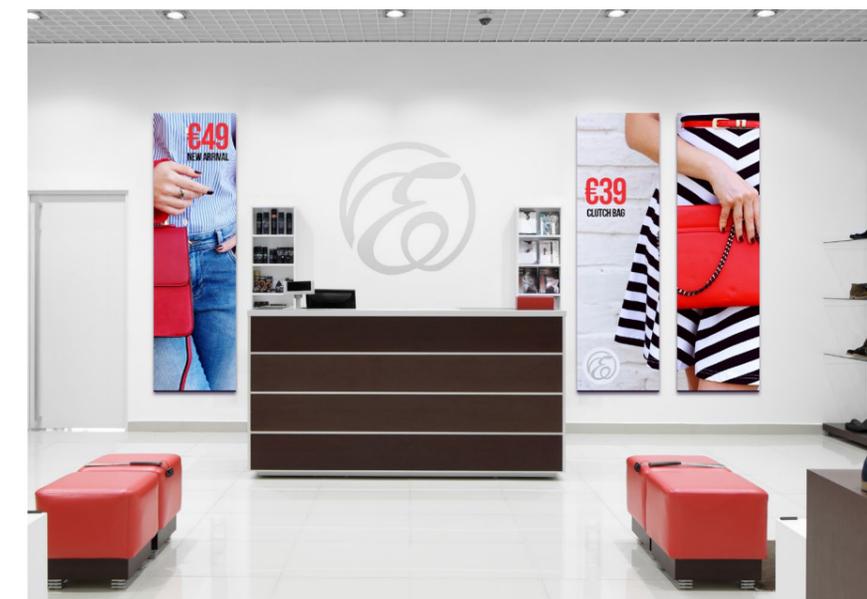
Customisable Large Digital Posters

Often the most prevalent of in-store signage, large format displays with optional coloured bezels deliver eye catching images for instant inspirational engagement. NEC's high build quality and chic design ensures superb readability in bright environments without annoying reflections from store lighting. Offering a secure future proof investment, NEC's signage solutions have an OPS slot for upgradable embedded computing, advanced connectivity and cost saving device management.



Mobile Digital Posters

Offering remarkable installation and usage flexibility, mobile digital posters get your message right to where it's needed. For emergency messaging, customer information or supporting the latest promotions, NEC's LED A Series replaces the traditional roll-up banner with an instantly updateable and attention-grabbing message board. Free-standing or for integration into walls with a screen protection to guard against damage.





Engaging experiences

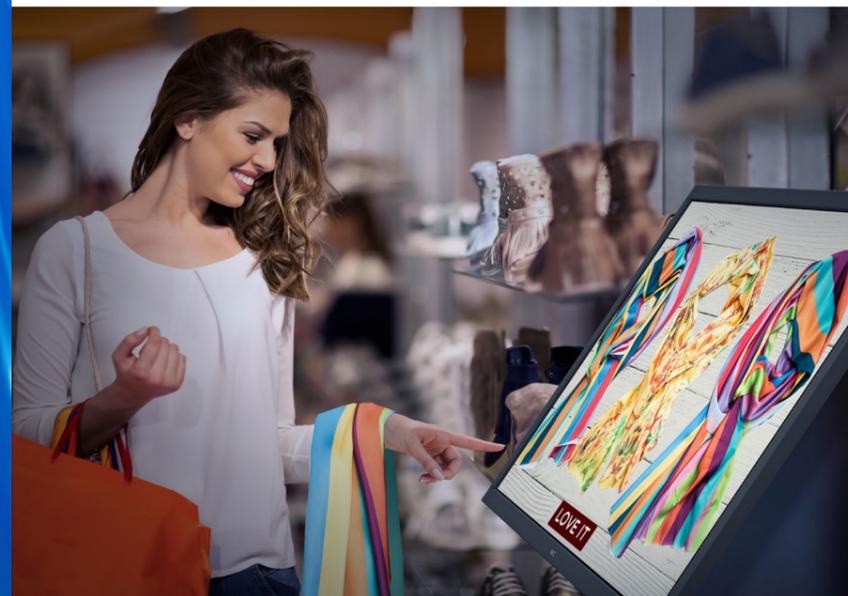
Nurture the brand experience

Retailers must portray their brands' personality through inspirational content and an outstanding customer experience, this stimulates emotions and drives desire. Digital displays enable a target-group oriented strategy, surprising customers with a creative approach using huge digital surfaces, interaction and gamification. Engaging experiences increase dwell time and make the brand more memorable, whilst helping to reduce demand on busy sales staff.

Shop Floor Entertainment

Digital Signage Laser Projection

Projection offers unlimited creativity to surprise the shopper where any surface can become the projection screen including the floor, a column, a car or a pillow! There is no substantial infrastructure requirement and with brilliant colours, contrast and high brightness, a long-lasting laser light source and completely sealed optical engine, maintenance requirements are negligible.



Interactive Solutions

Interactive solutions offer engaging ways to entertain and support customers in their decision making process whilst two way communication enables more targeted messaging. With a choice of touch technologies, NEC's interactive solutions support cross-sell opportunities, empowering the customer to extend his in-store experience with access to online channels via familiar touch interaction.



Mirror Glass Displays

Combining a display with a mirror, this two-in-one device features semi-transparent mirror glass from SCHOTT to create an exciting visual interplay. For fitting rooms, rest rooms and sales floor mirrors, engage customers through gamification, suggesting complementing cross sell items or advising on style trends, keeping customers returning for an outstanding experience.





Waiting in anticipation

Make a lasting impression

As one of the last touchpoints in-store, checkout areas need to make a memorable impression – in addition to the human interaction with checkout staff, a digital connection offers a powerful opportunity for cross-selling initiatives or for branding purposes. Unlike the sales floor, the checkout area often has more space available, and since customers are likely to be queuing, they are more disposed to receiving messages and to being entertained.

Small Digital Signage

The point of sale offers valuable prospects for retailers with small format signage presenting cross sell opportunities or monetisation from partner advertising. The human presence sensor triggers power-up, drawing attention to instant messages whilst supporting eco-friendly communications. High quality, an open platform, varied connectivity and long-life performance ensures safe investments.



Digital Posters

Reduce perceived waiting times by entertaining customers as they stand in the checkout queue. Freestanding or integrated into fixtures, NEC displays utilise this valuable POS space to present branding initiatives and cross selling inspiration. Close up or at a distance, with eye-pleasing life-like colour and brightness, NEC presents integrated marketing content that makes a lasting impression.



Video Walls

For memorable high impact messaging, huge digital surfaces demand attention as shoppers approach the checkout. NEC's dvLED bundles provide bezel-less off-the-shelf solutions in different size and pixel pitches, a premium level solution with extended life times. NEC LCD video wall displays are scalable to multi-screen configurations with barely discernible image gaps for an impressively homogenous surface perception.



Powering the brand

Not simply a signage screen, there is so much more to our display technology. Taking a holistic approach to deliver a total solution, NEC's computing solutions empower your digital estate to become an indispensable asset within your operation.

So neat, yet so powerful

NEC's Open Modular Intelligence (OMI) platform provides a smart and seamless connection between source and display to deliver powerful, tailored and future proof digital signage. Simplifying device installation, usage, maintenance and upgrade, the integrated OPS slot-in options feature a customizable selection of computing power and signal distribution. An external solution is also available.

Driving your message

Supporting your CMS system, NEC's modular MediaPlayer powered by Raspberry Pi, provides an intuitive plug & play digital signage solution straight out of the box. Integrated inside any compatible NEC display, the MediaPlayer drives content to single or multiple displays across a network. Select from various media formats and web content via the browser for simple yet powerful signage solutions, ideal for smaller retailers.

Take control

An essential tool for large retail estates, the all-in-one NaViSet Administrator 2 software enables IT administrators to remotely manage their network of NEC displays and Windows PCs. In multi-device environments, this system simplifies handling and control helping to keep maintenance costs low, minimise downtime and ensure the efficient use of resources. Update content instantly, in real time, to keep it fresh and relevant.

Smart sensors

Context-aware signage boosts buying rates through smarter, more tailored advertising. An IoT middleware, Leafengine is the interface facilitating the integration of a variety of sensors into a signage system, making signage more intelligent and personalised. The customer becomes more engaged, maintaining focus and attention, helping to build brand loyalty and heighten sales success.

The measure of success

For audience analytics, FieldAnalyst measures the number of visitors, dwell time and viewing distance and estimates age and gender. Invaluable intelligence for retailers, the resulting statistical data enables effective delivery of audience specific advertising, enhancing the speed, accuracy and cost-effectiveness of marketing campaigns.

True colour rendition

Where highly accurate, reliable and repeatable colour management is vital, NEC's professional signage displays feature an integrated SpectraView engine. Using calibration and profiling applications, the viewer is treated to an unprecedented visual experience. Demanded by manufacturers of high quality prestige brands, products are represented in the highest quality with true to life colour rendition.

Solutions for every retail scenario

NEC's reputation for outstanding quality and reliability backed by service excellence means our customers are guaranteed a safe investment. Delivering total solutions which simply work, perfectly tailored to the application through our customer-centred consultative approach; our future proof, open and modular solutions will ensure consistent, superior visual experiences with peace of mind as standard.

With the broadest product portfolio on the market, we will make your retail environment an unforgettable experience:



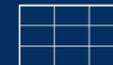
Small Signage Solutions: with a slim profile and eco-friendly features, NEC displays from 17" deliver content for up close messaging.



LCD Signage Solutions: available in numerous screen sizes with optional touch technologies and many customisation choices.



Projection Solutions: for a creative signage approach with bezel-less, scalable screen sizes, minimal maintenance and long life times.



LCD Video walls: enjoy a homogenous surface perception with smart media integration and unique heat management for longevity.



dvLED Solutions: a premium level solution with extended life times, delivering high brightness bezel-free visualisation, scalable to virtually any size.



Computing Solutions: additional hardware and software options deliver extended branding power for increased efficiency and effectiveness.

NEC Solutions Zone

The NEC Solutions Zone is a web based information and networking portal for all types of NEC partner solutions such as digital posters, Retail and DooH applications designed to provide a platform to showcase successful projects and case studies. Find inspiration for your business and learn from real-life scenarios, installed by industry experts.

Explore all solutions on nec-solutions-zone.com



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NEC



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