



Harris Digital Out-of-Home for Retail: Simply Smart Business

Consumers are more fickle, better informed, more demanding, more value-conscious, tighter with spending, more cautious and have more retail, brand, product and sourcing options than ever before.

Yet retailers are confronted daily with the task of providing an environment that attracts and engages these consumers. They must achieve “conversion” in turning shoppers, browsers and visitors into buyers. And they must generate stock turns, selling as much inventory as possible.

Over time, the science and the instruments of retailing have developed and advanced, and in areas where they have come together as one to support retail success, they have made powerful impacts. Approaches such as product positioning, end caps, coupons, cross-promotion, lifestyle marketing, gift registry, loyalty programs and linking online with “bricks and mortar” retailing are excellent examples of the power of innovation to drive retail success.

Digital signage enables the delivery of compelling messages at the point of maximum impact. It also makes the retail environment more attractive, which can increase the frequency of the shopper visits, deepen the shopper “loop,” and increase dwell time.

Digital signage is an innovative, powerful device for growing revenues through:

Up-Selling

Increasing the value of the originally intended purchase.

Cross-Selling

Adding additional items to the order resulting in higher value.

Bounce Back

Adding an additional transaction during the patron visit.

Gift Cards and Certificates

Generating revenue for future possible fulfillment.

In all retail innovations, branding, promotion and merchandising have under-pinned the achievement of conversion and stock turn. And, ultimately, the more that branding, promotion and merchandising can be noticed and can influence consumers, the greater the success of the retailer.

Use digital signage as a retail tool to:

- Present messages that are relevant to the intended buyer relative to the time, place and the context of their potential to buy.
- Illustrate the features and benefits that are most relevant to the potential buyer.
- Demonstrate the product or service to provide a lifestyle context.
- Cross-promote different products and services.
- Request and encourage a purchase decision.

Digital signage is increasingly part of “architectural media,” which integrates dynamic media with physical infrastructure to provide a compelling, high-impact experience in which the brand is clearly and powerfully expressed and communications goals can be more fully achieved. It can also serve as a “media platform” for on-site internet services, interaction and transactions with patrons and new ways of adding value.

Use the capabilities of digital signage to present images and messages that “speak to” and engage consumers to compel actions.

These capabilities include:

High-quality presentation of the media in order to make the visual images as appealing and compelling as possible. This is, in part, achieved by using media in its richest-possible, “native” form through the digital media supply chain. Reducing the need for media reformatting and transcoding reduces the degradation of the media.

Ease of campaign placement. Defining parameters such as the date, time, location and other display criteria allows media to be presented in the manner best-suited to achieving the intended results.

Ease of message targeting by display location, target demographics, time and specific circumstances.

Ease of use to allow for more cost-effective operations.

Interface with data inputs and integration with other systems such as point-of-sale, inventory and traffic patterns so that media presentation and sales activation are maximized.

Triggering of content based on inputs such as shopper proximity, examination of a product, anonymous viewer measurement and demographic capture ensure the most suitable media is presented to achieve the desired results.

Harris Digital Out-Of-Home is synonymous with success. Our fully integrated digital signage network solution, coupled with our unrivaled experience in broadcasting and media, assures you the smoothest implementation process and best results. From the Punctuate traffic software to the InfoCaster playout systems, Harris Digital Out-of-Home is a complete digital signage solution that enables you to enhance revenue and build your brand.

Add to that the comfort of partnering with a company that delivers assured communications in the world’s most mission-critical environments, and you have the ideal digital signage for your retail establishment.

For more information about how Harris Digital Out-Of-Home can drive revenue for your retail business, contact us today at digitalsignageinfo@harris.com.

For more information, please visit digitalsignage.harris.com.

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