



Digital Signage Solution

ADVANCED DYNAMIC IN-STORE ADVERTISING

The Right Message to the Right Customer at the Right Time

With customers experiencing a myriad of untargeted messages via a variety of media options, advertisers need fresh and more targeted methods of reaching their customers.

Since 70 percent of purchase decisions are made in-store, retailers – equipped with NEC's Dynamic Digital Signage solution – are able to opportunistically reach customers with tailored in-store advertising messages relevant to each individual customer.

NEC offers a leading-edge in-store advertising and communications platform that combines the power of existing Point-Of-Sale (POS) and inventory data, with customer information and third-party data sources, to create real-time information and value-based messages.



Benefits

- » Reaches customers where they shop
- » Increases sales volumes of higher margin merchandise
- » Integrates with POS and inventory systems
- » Customizes messages for local storefronts without complexity
- » Reinforces brand and advertising messages
- » Delivers scalability and cost-effectiveness

Advanced Digital Sign Merchandising Enhances the Customer Experience Where They Shop

NEC's Dynamic Digital Signage solution provides a flexible, extendable and cost-effective alternative to traditional in-store signage, enabling you to deliver the right message to the right person at the right time.

NEC's Solution Provides Immediate Value

- » Reinforce your company's brand and advertising messages
- » Provide "wow" factor experiences in-store
- » Increase sales of premium products
- » Suggest add-on merchandise to increase average purchase size
- » Yield a higher return on investment over traditional static signs.

Unlike other providers who deliver content on standard video loops without interaction, NEC's Digital Signage solution incorporates customer interaction and location-specific messages. For example, customers in various store sections would see offers tied to the merchandise in that part of the store. Customers nearing the check-out area would see special messages that encourage add-on purchases before they leave. Even customers outside the store would be drawn to messages during — or after hours — that remind them of upcoming sales or events.

Timely and Relevant Offers to Customers

To date, it has been difficult to track the effectiveness of in-store signage systems. Current solutions do not integrate with real-time sources, including the Internet, POS or analytic systems. As a result those signage solutions are unable to draw upon the wealth of rich information and data available in those systems. NEC's Dynamic Digital Signage solution integrates easily with POS and store inventory systems, and is able to draw upon existing customer buying behavior data to create timely and relevant messages.

Additionally, several elements can be displayed at once on the modular screen, creating new opportunities for product pairings and add-on sales.

Messages can be created and displayed instantly to respond to changing store conditions and consumer purchasing behavior, which ultimately increases sales. The relevance and effectiveness of those messages improve over time as more data is collected and processed. Retailers will enjoy a higher level of influence over shoppers' purchasing decisions, and benefit from an enhanced customer experience with NEC's solution.

Enhanced Customer Experience

Beyond creating a consistent brand experience for customers, NEC's Dynamic Digital Signage solution enables each retail location to build messages for its unique needs. Digital signage messages get noticed: Customers have a higher recall of products featured on digital signs¹ and actually perceive their wait-times to be shorter when digital signage is present.²

When customers see or hear information on compelling digital signage that relates to what they need, they are more inclined to purchase the suggested item or brand — and purchase it sooner. NEC's Dynamic Digital Signage solution provides a greater level of interaction with your customer by allowing tailored in-store

¹ According to Arbitron Roosevelt Field Mall study: 80 percent of shoppers watched programming on video screens; and 47 percent of shoppers remembered OnSpot digital signage video commercials compared to 32 percent who recalled seeing the same products advertised during TV program they viewed that night.

² According to the 2005 Strategic Institute study, digital signage reduces customers perceived wait times by 15 percent or more.

messaging to meet the shopper's immediate needs. Information and advertising can be blended with entertainment content to improve the overall shopping experience for customers.

Customization without Complexity

For many products, customization means complexity, however, NEC has delivered a communication tool that makes customization and management simple. Rules can be set for each store location and tailored to consumer habits and patterns at that location. For example, rules can be changed with criteria, like weather conditions, to respond to market desire. If a store manager notices that more people purchase umbrellas in cold, wet weather, then the emphasis of messaging can be changed to match the purchasing behaviors.

The system allows store managers to modify and set the rules to meet local store needs — without a lengthy learning curve or expensive training sessions. This level of localized access ensures that the most effective communication system is managed by the people who know their customers the best.



NEC can also manage the process of setting the rules if a retailer wants to minimize localized operation of the digital signage system to avoid hassles – or provide a professional and experienced retail analytics team to manage the message rules across your stores.

Scales as Your Business Grows

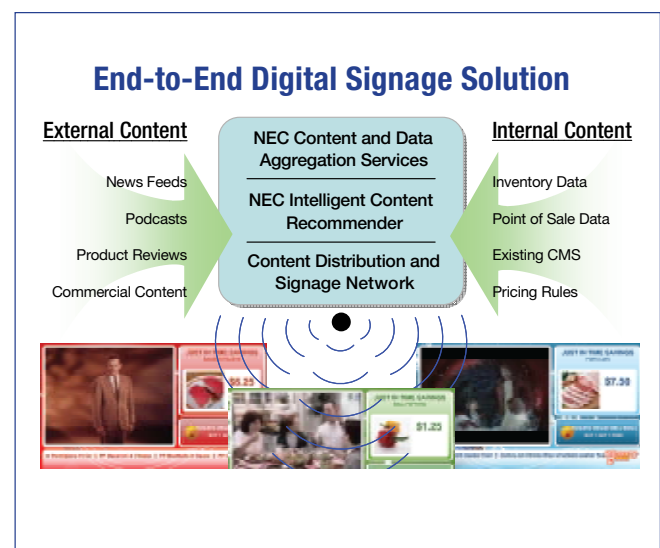
NEC Dynamic Digital Signage solution manages signage updates cost-effectively through analytics and rules that can be set up to run automatically, unlike other solutions that require significant content production and manual updates. Compared to static printed signs, this solution enables retailers to instantly update messages without costly printing runs and time-consuming

distribution of printed signs by store associates. NEC's solution integrates with publicly-available Internet content such as news feeds and product reviews. In addition, this solution re-uses internal data such as your company's own digital images and pricing rules, to maximize the value from what you already own.

NEC's Digital Signage also lets you realize the benefits of more advanced marketing techniques today without risky investments. The solution offers the flexibility to support your business needs now and well into the future. Its modular design allows store managers to implement a digital signage solution quickly, and to gain valuable test information prior to a full rollout. As the business grows, the technology can scale with the size of the business. Once deployed in pilot stores, you can easily and rapidly extend it to additional stores at a low incremental cost.

Key Benefits:

- » Optimize selling margins through promotion of higher-margin merchandise, related add-on purchases, or underselling merchandise.
- » Incorporate real-time data to present timely and relevant offers to customers at the point they make the buy decision.
- » Leverage existing sources of content to reduce costs and create richer messages.
- » Set up messages easily to meet needs of local store manager.



Service Menu List

- » Installation, configuration and testing of digital signage network
- » Development of Web services API to integrate data from existing business systems into signage intelligence engine
- » Development of SOA-based interface for digital asset collection
- » Content management integration and set-up
- » Data cleansing to transform retailers' existing digital images into a consistent system-usable format with added publish features
- » Industry image libraries access and management
- » Licensing of extensive digital asset catalog, as needed
- » Web content syndication with content QA and governance
- » Analytics-based reporting

Network Hardware and Connections

Recommended Hardware

- » NEC LCD Displays
- » NEC Express5800™ GP Server
- » NEC Express5800™ Fault Tolerant Server
- » NEC Storage Network
- » Cisco® Digital Media Player (or embedded PC)

Recommended Software

- » NEC Public Portal
- » Interwoven® TeamSite and OpenDeploy
- » Visual Sciences® reporting software
- » Adobe Flash®

NEC's Commitment to You

NEC has over 40 years of experience enabling the world's largest retailers to maximize store performance and profitability. We provide a one-stop solution so our customers can achieve a fully-integrated store environment. By empowering retailers at the

store level, we enable them to attract new business, better serve existing customers, influence purchasing decisions, and decrease loss. The result is an optimal shopping experience, which leads to greater customer satisfaction and increased profitability.



POS | Mobility | Consulting & Support Services | Digital Signage | Portals | IT Infrastructure

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