
Signagelive Solutions for Retail

As a retailer, you are always seeking ways in which you can engage with your existing and potential customers with the objective of them being loyal and regular buyers. Digital signage in retail **delivers the shopper experience** that connects the online and on-mobile marketing to the physical in-store experience. Retailers are using digital screens in conjunction with mobile apps and beacons to deliver a holistic customer experience across all the various media touchpoints that a consumer engages with.



The last few years has seen a seismic shift in the hardware used in the digital signage market, with organisations choosing to move away from purchasing expensive PCs behind displays. Throughout the technological hardware changes the market has gone, and will continue to go through, Signagelive has ensured that our platform remains compatible with as many possible devices; from the **Samsung** and **LG** system on chip devices (SoC) through to stand alone media players including **Idea** and **Chrome**. These advancements have resulted in dramatic decreases in capital and maintenance costs, lowering the barrier of entry for all Retail establishments.

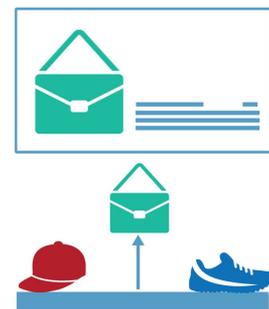
Here are a few ways that our customers utilise Signagelive: Videowalls



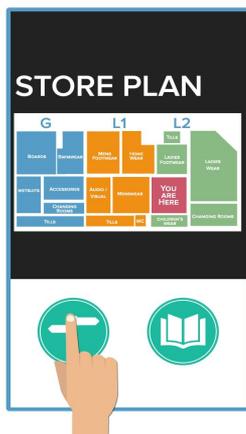
Context is critical when shopping. Large videowalls can be used to bring products to life. Create the wow factor to the company brand and add to the customer journey for all customers for the potential to maximise sales. Mix and match your videowalls with other digital boards to create the best effect. [Vodafone](#) have done just that.

Lift and Learn

'Lift and Learn' digital signage enables shoppers to pick up the products they are interested in and see detailed product information on the screen in front of them. Imagine a phone shop highlighting monthly packages for different handsets. Perhaps your 'Lift and Learn' will be extra information on promotional wine from Australia or California? The possibilities are endless and easy to achieve with Signagelive.



Store directory



Many retail store layouts are complex and difficult to understand. Digital signage wayfinding and store directory applications provide customers with a simple and interactive way to show where the product they are interested in is and how to get there from their current location.

High Bright in Window displays

Your [shop window](#) is the first opportunity that you have to engage a potential shopper and entice them into your store. High bright in window digital signage provides the perfect platform for you to engage their interest in the latest offers, a new clothing collection or allow them to take control of the display and view your products when your store is closed.



PoS - Point of Sale



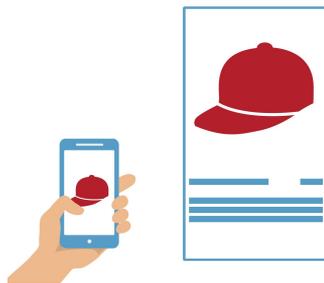
Use small screen digital signage at till points as a last chance to engage with your customers and entice them to pick up that last item, come back soon for further offers, or visit online to view additional products and services.

Retail Assistant

Placing digital signage displays among your products will assist customers to choose which product they might wish to purchase. Have the ability to influence shopper decisions through digital signage, whether they are at point of sale or scattered across the store. Employing this [feature](#) can also help with busy stores where human retail assistants are at a premium, but ensures no information is lost in translation.



NFC & Beacons



Digital signage is a great way to schedule and display the latest product information to your customers, but what if they want more? Using the latest in Beacon and NFC mobile technology, customers can take control of the displays and use their [mobile devices](#) to control the content on the display to view additional information regarding the products they are interested in.

To learn more about our [solutions](#) and sign up for a free trial, please email us at sales@signagelive.com



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