

## Facts LED-Technology

# The advantages of high-quality LED displays at the POS

In today's digital age, retail is subject to constant change, characterized by customer interaction and visual marketing. In this context, high-quality LED displays are playing an increasingly important role, as they offer a wide range of options for presenting products in an appealing way and attracting customers' attention.



# Advantages of high-quality LED displays at the POS:

- ▶ **Increasing brand presence:** By integrating high-quality LED displays into their product presentations, brand owners can strengthen their brand presence and enhance their brand image and stand out from competitors' product presentations at the POS.
- ▶ **Increase sales figures:** Studies have shown that the use of LED displays in retail can lead to an increase in sales figures.
- ▶ **Interactive possibilities:** By integrating touchscreen functionalities into LED displays, brand owners can create interactive experiences for their customers.
- ▶ **Dynamic content and advertising:** LED displays make it possible to present dynamic and appealing advertising content at the POS. The content can be controlled locally or centrally.
- ▶ **Improved customer loyalty:** An engaging and interactive shopping experience created by high-quality LED displays contributes to improved customer loyalty.
- ▶ **Personalization opportunities:** By integrating technologies such as facial recognition and customer analytics, brand owners can display personalized content on their LED displays.

- ▶ **Improving in-store navigation:** LED displays can be used to improve in-store navigation by displaying interactive maps, product locations and special offers.
- ▶ **Integration of augmented reality (AR) and virtual reality (VR):** By integrating AR and VR technologies, brand owners can create immersive shopping experiences.
- ▶ **Higher brightness and contrast:** LEDs offer superior brightness compared to conventional displays, which means that content is clearly visible even in bright ambient light. This makes it possible to appeal to customers even in brightly lit stores.
- ▶ **Better color reproduction:** LED displays offer a wider color gamut and more accurate color reproduction compared to conventional displays. This allows products to be presented more realistically and attractively.
- ▶ **Flexibility & Customizability:** LED displays can be manufactured in different shapes and sizes and are versatile. They can be curved, bent or made in irregular shapes to fit seamlessly into different environments and architectures.
- ▶ **Energy efficiency:** Modern LEDs consume less energy than conventional lighting, resulting in lower operating costs and a better environmental footprint.
- ▶ **Longer service life:** LED displays have a longer service life than conventional displays, resulting in lower maintenance costs and greater reliability.

# Modern LED technology in retail

- ▶ Modern LED technology in retail displays is based on the use of light emitting diodes (LEDs), small electronic components that emit light when an electric current flows through them. These LEDs are arranged in matrix arrays to display images and videos. The main components of an LED display are:
- ▶ **LEDs:** These are the light-emitting components of the display and offer high brightness and color quality.
- ▶ **Driver ICs:** These integrated circuits control the power and operation of the LEDs.
- ▶ **Printed circuit boards:** These serve as carriers for the LEDs and other electronic components.
- ▶ **Housing and cooling:** These components protect the electronics and help to dissipate the heat generated during LED operation.
- ▶ **By arranging and controlling** the LEDs, high-quality images and videos with high resolution and brightness can be produced that are clearly visible even in brightly lit environments.

- ▶ **Areas of application and use:** LED displays are used as a background for product presentations (positioned behind the products). They are also used, for example, as monitors in shelving areas (integrated next to or between the goods in sales presentations). They are also used as eye-catchers on shelf fronts, as well as free-standing next to product presentations (e.g. as an info screen).

# Summary

**The use of high-quality LED displays at the POS offers a number of advantages over conventional displays.**

By integrating innovative technologies and personalized content, brand owners can create unique shopping experiences and differentiate themselves from the competition.

As a pioneer in the use of high-quality LED display solutions for the POS, decor metall offers its customers innovative and customized solutions that help to present products effectively and strengthen customer loyalty.

With the increasing importance of visual marketing and customer interaction, high-quality LED displays are an essential investment for brand owners to stay ahead of the competition.