

Brand presentations with  
**Digital Media.**

For more awareness  
at the POS

# Inspire your customers with interactive brand presentations at the POS!

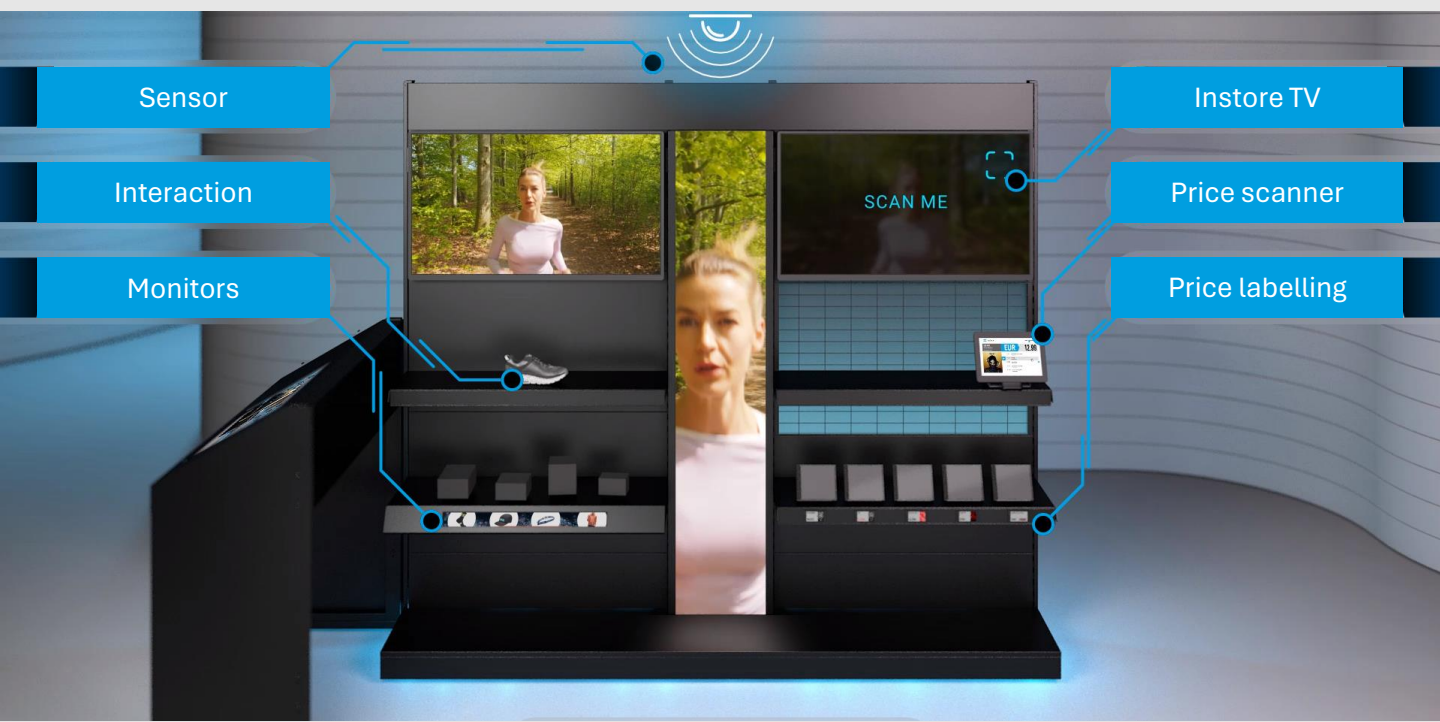
The POS is increasingly characterized by customer interaction and visual marketing. Digital media are playing an increasing role in this as they offer a wide range of opportunities to present products in an appealing way, to create a positive atmosphere at the POS and to attract the attention of customers.



At decor metall we create very special shopping experiences by integrating digital media into product presentations:

- ▶ Digital Signage
- ▶ Sensors
- ▶ LED monitors
- ▶ Digital price labelling
- ▶ ...

**Know what's possible. Produce solutions that impress.**



## Digital Signage – informative and attention-grabbing

For the presentation of product videos, for detailed product information or to create an atmosphere – we integrate digital signage components into your product presentation for your individual purposes in an effective way.

- ▶ **Digital monitor advertising for more attention**  
Use screens to inform your customers in a targeted manner. For digital content such as videos, photos, and supplementary up-to-date information with the presentation of goods at the POS.  
This is how you create more attention at the POS. And the ability to see products in action or explore them in virtual environments makes the shopping experience more exciting and interactive.
- ▶ **Interactive monitors and scanners for targeted information**  
With touchscreen monitors in different formats and sizes, individually adapted to your brand presentation or together with scanners, your customers can explore products in a targeted manner and call up additional information about products.
- ▶ **Digital price labelling**  
Fast, central change of prices on the shelf, uniform, visually appealing price labelling – take advantage of digital price tags.
- ▶ **Save time and money.**  
Create sales advice know-how at the POS without personnel capacities.  
And since the content for the monitors can be centrally controlled, prioritized and updated directly at any time, you can also react quickly to seasonal trends or changes in the assortment at the POS without tying up retail capacity.

## Sensor technology – inform in a targeted manner

Use sensor technology integrated into the brand presentation to show customers personalized content and offers on LED monitors e.g. according to their age and gender.  
Sensors attached to the goods can also control targeted content on a monitor when picking up the goods. In this way, your customer experiences a completely individual shopping experience.

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By the way: for brand companies sensory consumer research is an essential component of product and market research. This is because evaluations of buyer behaviour in front of the product presentation can provide you with important information on customer acceptance and preferences and thus insights into product range development, amongst others.





## High-quality LED monitors – Visual Marketing at the POS

With the increasing importance of visual marketing and customer interaction, high-quality LED monitors are an indispensable investment for brand companies to compete. Whether as a large-format monitor or with several small LED elements – individually tailored to your wishes, we effectively integrate high-quality LED technology into your brand presentation.

### ► Flexibility and exceptional design

LED monitors can be produced in different shapes and sizes, making them extremely versatile:

- bent, curved or in irregular shapes
- as a background, as a monitor integrated into shelf areas, on shelf fronts or free-standing next to product presentations

Impress with completely new possibilities for integrating LED monitors into product presentations and architectures compared to conventional displays.

### ► Special atmosphere at the POS

An appealing and interactive shopping experience with the help of high-quality LED monitors contributes to improved customer loyalty and differentiation of your brand from the product presentations of competitors at the POS.

### ► Increase in sales

Studies have shown that the use of LED monitors in retail can lead to an increase in sales.

### ► Energy efficiency

Modern LEDs consume less energy than traditional lighting, resulting in lower operating costs and a better environmental footprint.

### ► Long service life

LED monitors have a significantly longer lifespan than traditional monitors, resulting in lower maintenance costs and higher reliability.

### ► Higher brightness and contrast

LEDs offer superior brightness compared to traditional displays, which means content is easily visible even in bright ambient light.

### ► Better colour rendering

LED monitors offer a wider coloured scale and more accurate colour reproduction compared to traditional monitors. This allows products to be presented more realistically and attractively.