

# Digital signage for retail



# Why digital signage works in retail



Guide, sell,  
engage

Modern retail demands agile, results-oriented communication. Digital signage delivers targeted messaging that boosts impulse buys and guides the shopper journey.



## How to use digital signage

- Stay updated, whether you have one store or a retail chain.
- Highlight promotions, offers, new arrivals and discounts.
- Show key info like opening hours and service notices.

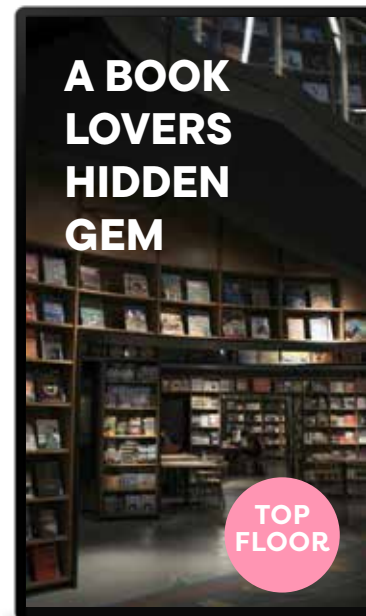
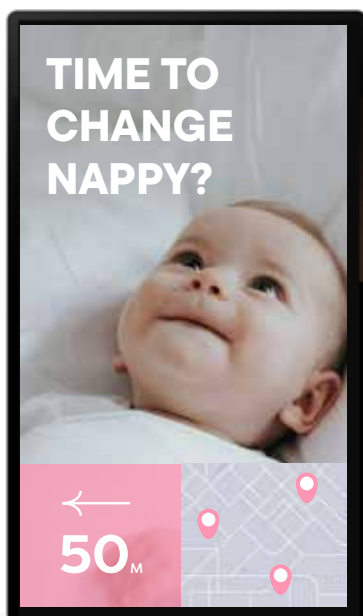
# Guide with digital signage

In large retail precincts and malls, confusion is the enemy of spending. When a visitor feels lost or overwhelmed in a public space, their dwell time decreases. Digital signage can be used to act as an intelligent, real-time concierge service that removes friction and guides the visitor journey smoothly.



## Create content that shows you understand your visitors and what matters to them

- Touch screens for self-service.
- Real-time event boards.
- Next public transport departures.
- Tenant Spotlight "Hidden Gems".



# Make your in-store screens work harder

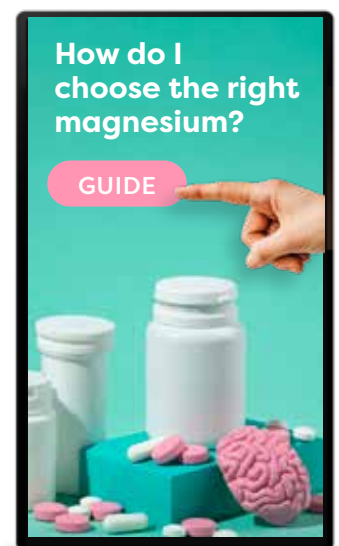
If your in-store digital signage is just running a looped TV commercial on mute, you are missing the point of modern retail media. The goal isn't just brand awareness; it's conversion at the point of decision. The content needs to address the specific "friction" of the aisle it lives in, whether you sell fast fashion, groceries, or high-end electronics. Contextual content is what turns a passive viewer into an active buyer.



## Content ideas for engaging in-store screens



Encourage immediate action.



- Connect the POS system and display real-time inventory.
- Use QR-codes to invite or tell a story.
- Use touch screens to interact or for self-service.

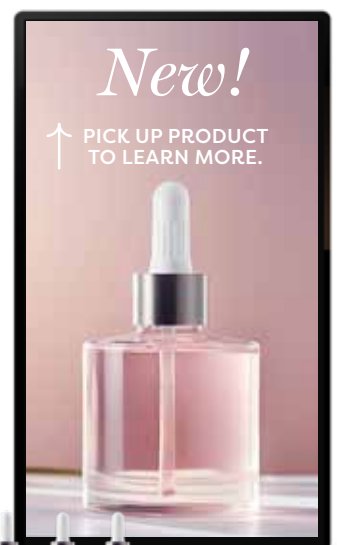
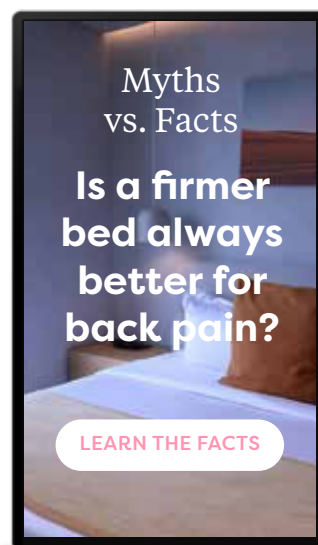
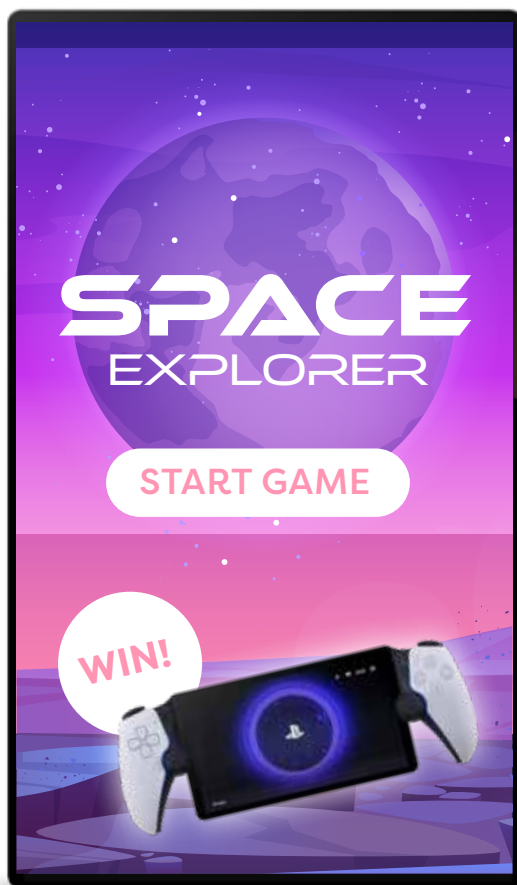
# Turning flat screens into dynamic playgrounds

The newest digital signage tech doesn't just broadcast, it interacts with consumers and blends physical and digital experiences.

Turn your screens into dynamic playgrounds that capture attention and gather valuable engagement data.



## Content ideas to increase interactivity on your screens



- Gamification – win instant discounts or product prizes.
- Tell the product story or educate the buyer to make a smart choice.
- "Lift and Learn"; trigger sensor to start demo video.

# Integrate your everyday tools



SharePoint



Trafiklab



Vitec Real estate system



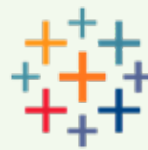
XML



JSON



RSS



Tableau



PowerPoint



Instagram



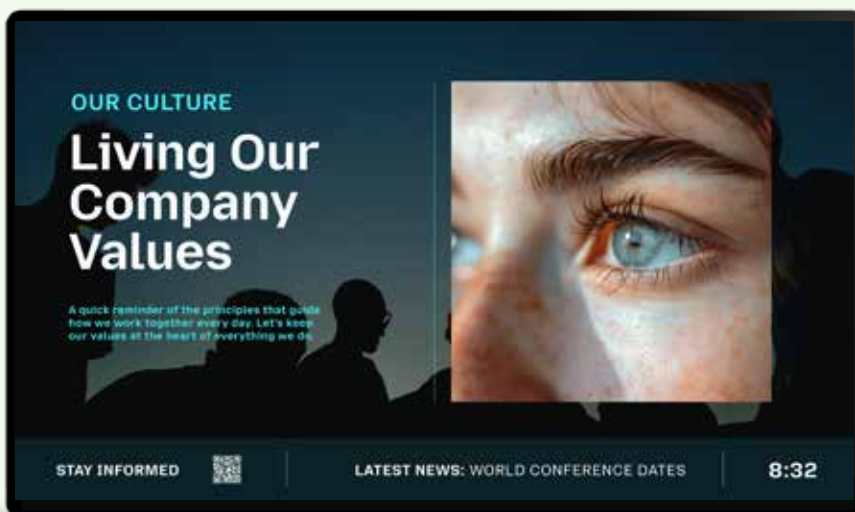
Facebook



Teams Channel



Power BI



**Interbook<sup>GO</sup>**

Interbook Go



iCal

# Discover the power of Smartsign!



## Schedule content to screens

With Smartsign, you can easily manage and schedule content across multiple screens, including single displays, multi-display video walls, touch displays, and LED video walls. Smartsign's user-friendly web interface lets you control all of your devices from anywhere.



## Compatible with most hardware

Smartsign supports many professional displays natively, including LG, Samsung, Sony, and Philips. For unsupported screens, Smartsign works with Windows PC, Chrome OS, and Qbic Android devices.



## Diverse content support

Smartsign supports various content types, including images, videos, PowerPoint, PDFs, URLs, and a templating tool for easy content creation and updates.

Integrations with Microsoft 365 Calendar, iCal, MS365 SharePoint, Teams, Yammer, countdowns, RSS, and data sources such as XML, JSON, and CSV make it easy to display real-time information and dynamic content.



## Power-saving solution

Smartsign not only saves you time, it also saves energy by automatically controlling the power of the screens. Its power-saving features make it a green solution that is better for your wallet and the environment.



## Role-based access control

Smartsign's granular role-based access control ensures users have access only to the features they need, providing a secure, customised digital signage solution.



## Free tailored training

Smartsign partners with integrators and end users to provide training and ongoing support tailored to your needs, all at no additional cost.



## Discover the power of Smartsign!

From managing digital signage in stores to reaching internal staff with important updates, Smartsign is the all-in-one solution you need. Ready to see it in action? Enjoy a full Pro trial license if you book a demo.

[Product overview](#)

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