
Omnivex says it's about data

Imagine going into your local mobile phone store. You pick up a phone - and the digital signage behind the display automatically shows you the phone's specification. Pick up two at the same time - and the display gives you a side-by-side comparison. But there's more. Back at head office, that customer interest is being logged and analysed - allowing stock levels to

be adjusted, for example.

That's a demonstration being featured by **Omnivex** on its ISE stand. As Jeff Collard, the company's president, pointed out: "Digital signage can give you a 20% uplift in sales - but what if it can also give you a 50% reduction in inventory costs? With our approach, it can."

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