



# DIGITAL SIGNAGE IN RETAIL

*A customer-centric approach to digital signage using the Omnivex platform.*





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# ONE PLATFORM, ENDLESS APPLICATIONS.

## Create a personalized and engaging in-store experience with digital signage

With Omnivex digital signage software you can create a Connected Store, where digital signs, POS, mobile phones, and kiosks are no longer standalone. Instead, they are part of an intelligent communications network that provides greater customer engagement and a more personalized experience.

Additionally, it helps streamline operations, and the centralized management of displays creates a cohesive experience across all stores.

Use a variety of digital screens, interactive kiosks, and video walls to keep customers and employees updated about products and services, promotional offers, upcoming sales or product launches, and more. In addition, enable stores to customize content and highlight products or services specific to or popular in their location.

What applications can you create with Omnivex digital signage software?

From advertisements to interactive kiosks to video walls, there's no limit to what you can create to help manage every aspect of your retail business.

**ANY CONTENT,  
ANY SCREEN,  
ANY TIME.**

*That's the power of Omnivex.*

# OUTDOOR SCREENS

**Grab the attention of people passing by.**

Utilizing outdoor digital signs allows you to captivate audiences and transform communication strategies. These imposing displays, often towering over bustling streets and public spaces, possess an innate ability to command attention and convey messages with remarkable clarity.

Exterior digital signs offer vibrant visuals that ensure a wider reach, maximizing exposure for your business and effortlessly drawing in passersby and creating a lasting impression that transcends traditional advertising methods.

The very nature of outdoor digital signs enables real-time content updates, facilitating agile and responsive communication. Advertisers can tailor messages to specific times of day, weather conditions, or audience demographics, optimizing engagement and relevancy.

Moreover, these signs contribute to urban aesthetics, seamlessly blending with modern cityscapes and enhancing the overall environment. Their versatility allows for the display of art, community announcements, emergency alerts, and commercial promotions, fostering a sense of cohesion and interaction within the community.

## Automate Content

*Schedule content to run at specific times, enabling you to ensure optimum exposure.*

## Go Large!

*Large digital signs have a commanding presence and striking visual impact.*



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Refined fashion for modern gentlemen.



Embrace Autumn in Style.



**Brand Promotion**

A video wall provides an opportunity to tell your brand story, promote products and services, and engage shoppers.

# VIDEO WALLS

**Elevate the brand experience.**

Create a "WOW" as customers and employees walk into or through your store with a video wall. Whether small or large, a video wall provides a unique opportunity to create a lasting first impression of your organization. Incorporate 4K video and imagery to tell your brand story and engage viewers. Consider integrating interactive elements through the use of touch screens or mobile phones.

There are projection, LED, and LCD options when creating your video wall. Additionally, consider unique shapes and designs for your video wall beyond the standard rectangle, such as curved, angled, and more. Digital signage software can help you manage the content on your video wall along with surrounding lighting, and more.



**Seasonal Schedules**

Schedule promotional content by season, down to the minute, if necessary.

**Join the Knight's Circle.**  
Enjoy exclusive benefits, such as seasonal discounts, personalized styling consultations, and complimentary alterations when you become a member.



**Up-sell & Cross-sell**

Up-sell and promote specials, loyalty programs, and services.

# ADVERTISING & PROMOTION

**Advertise specials & promotions with ease.**

Use digital signage throughout your store to promote new products or services. Additionally, highlight current promotions and customer testimonials.

Digital screens at checkouts provide a chance to upsell products and services. Integrate with loyalty programs for a personalized experience.



# IN RETAIL

# PERSONALIZE SHOPPING

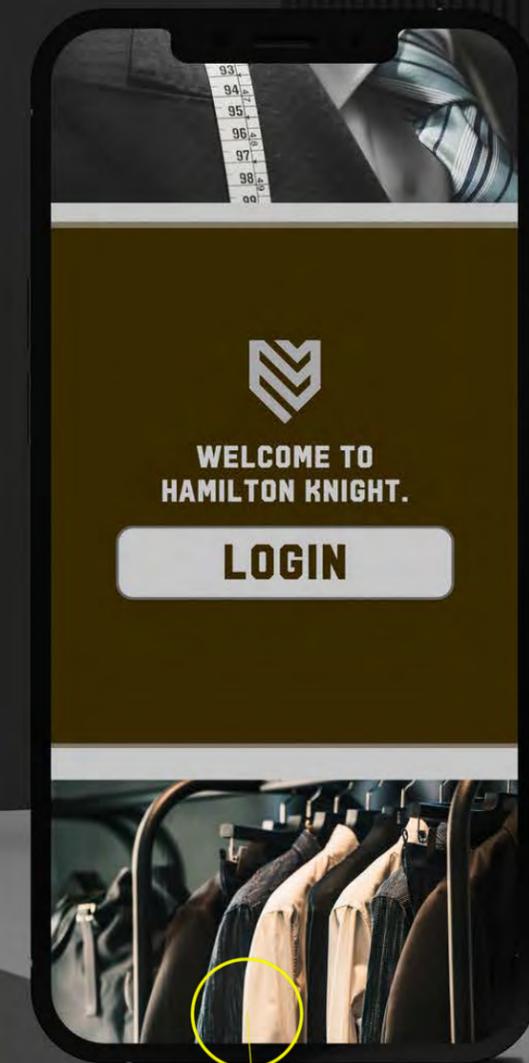
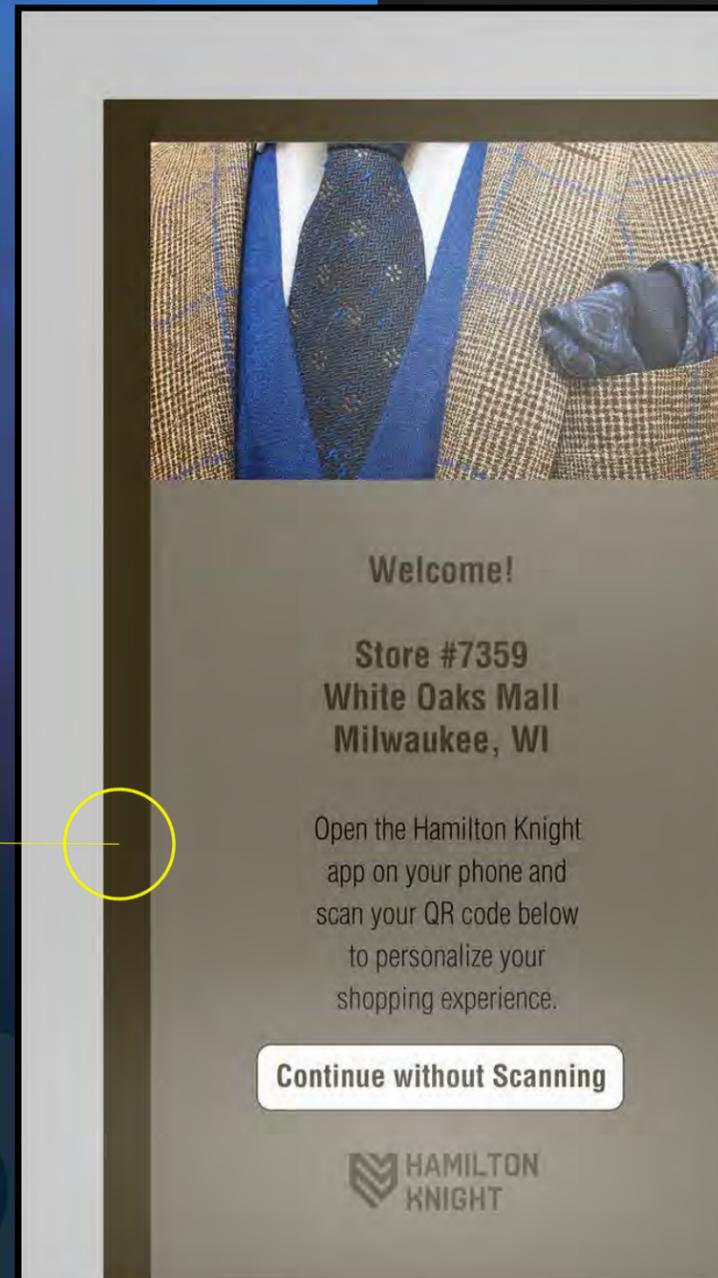
**Make shopping in your store an experience people want.**

Offer customers a personalized shopping experience by allowing them to access their personal account through your digital signs. By scanning a QR code from an app on their phone, customers can access personalized preferences, past shopping history, wish list items, loyalty program points, and more. Convenient access to tailored information enhances the shopping experience and enables customers to make more informed decisions.

Additionally, offer targeted promotions and recommendations to boost sales and maximize revenue. Utilize the data collected from customers' interactions to analyze trends and optimize inventory management, ensuring the availability of popular items.

## **Personalized Information & Preferences**

Customers can scan a loyalty card or a QR code on their phone to access their account in-store.



## **Make it Mobile**

Allow customers to use a connected mobile app in-store for a more personalized shopping experience.

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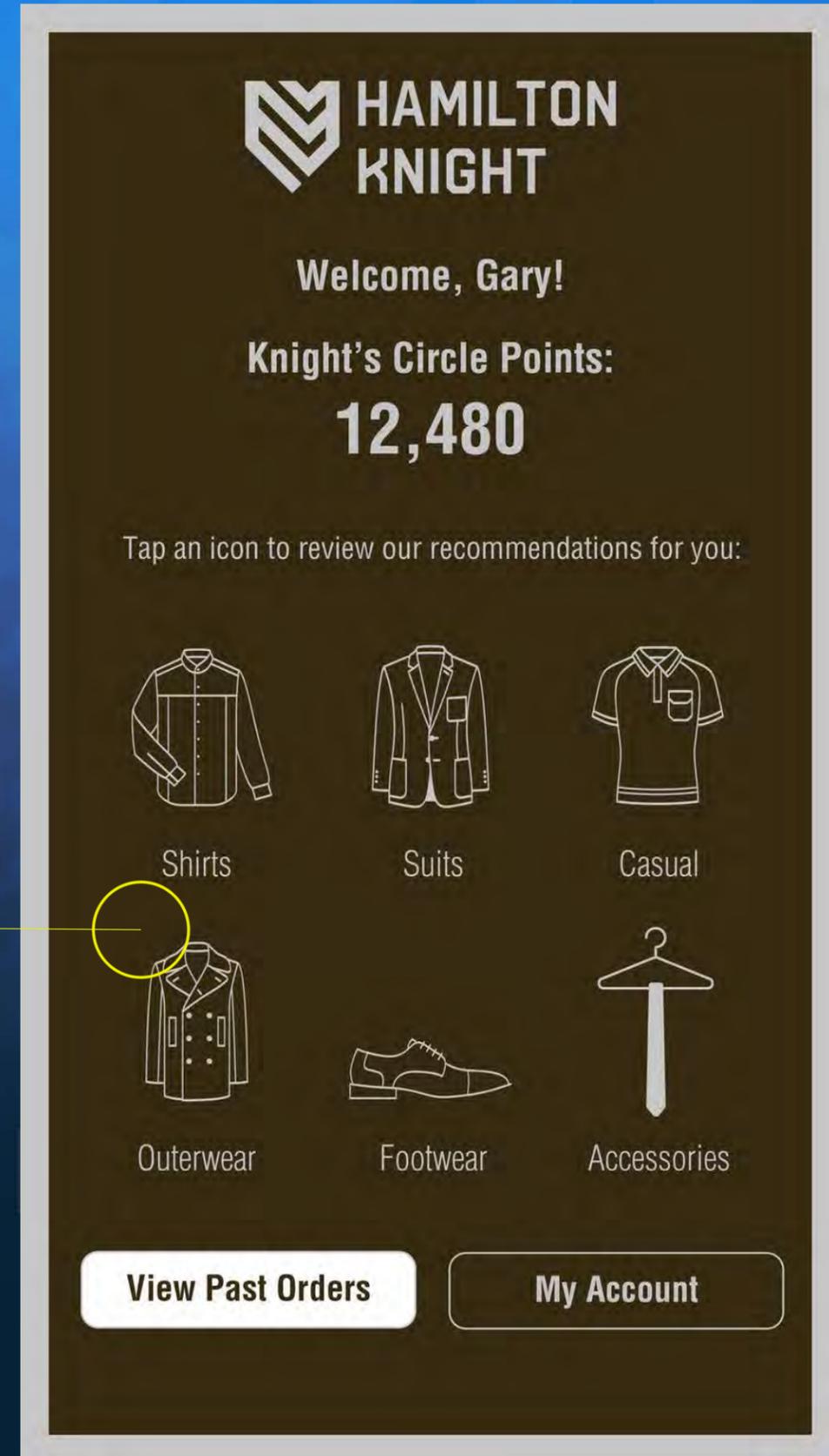
## Merge the analog and digital to create memorable experiences.

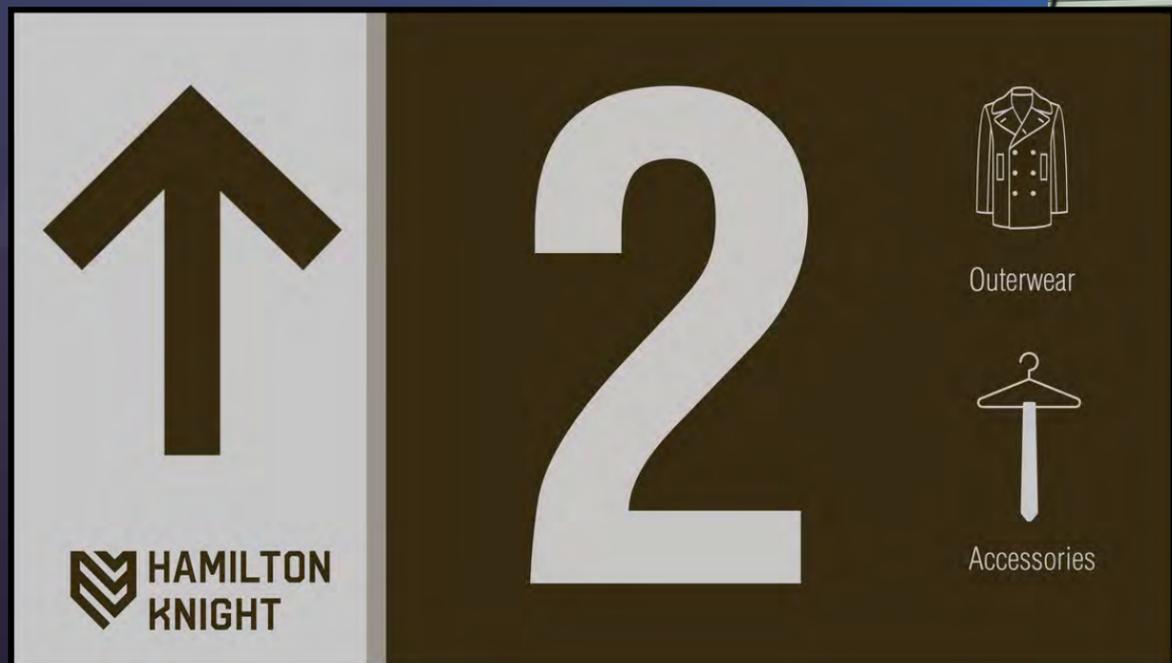
Integrate interactive screens in change rooms or at kiosks with sensors and cameras to enable customers to try on clothing and accessories digitally. For example, a use a mirrored LCD screen with an integrated RFID antenna to allow customers to try on sunglasses digitally.

Additionally, customers can leverage the interactive screen to search for additional product information, reviews, and more.

### User-friendly Interactive Kiosks

Easily build kiosks that allow your customers to self-serve. Highlight promotions, allow customized orders, and payments.





# WAYFINDING

**Streamline navigation, increase engagement, and modernize the shopping journey.**

Digital signage offers numerous advantages for wayfinding in large retail stores. It enhances customer experience by providing real-time, interactive maps and directions, reducing confusion and frustration.

## **Easily Accommodate Change**

The dynamic nature of digital signs allows easy updates for promotions, events, and layout changes, all of which can be incorporated into your wayfinding signs.

## **Add an Interactive Element**

Incorporate wayfinding into your kiosks and track data on most visited/requested sections of your stores.

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# WAIT TIMES & QUEUE MANAGEMENT

**Efficiently manage your store's resources.**

No one likes waiting, but it is a reality. Digital signage provides a way to share real-time updates on wait times, for services, appointments, and rooms. Localize wait times to screens in a specific area or department to optimize messaging.

## Queue Management

Manage queues and make processes more efficient with digital signs telling customers where to go.

## Streamline Service Delivery

Show estimated wait times for rooms, bookings with members of your team, or for booked services. Let customers know how much time they have to wait.

Please proceed to cashier

# 3

HAMILTON KNIGHT Thank you for shopping with us!

## Alterations & Fittings



**Real-time Information**

Share real-time information on fitting room availability and appointments.

## Fitting Rooms:

1 OPEN	2 IN USE	3 IN USE
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## Scheduled Appointments:

Jones, J.	1:45 p.m.	Jordan, M.	3:00 p.m.
Smith, R.	1:55 p.m.	Kirk, J.	3:20 p.m.
Lasso, T.	2:15 p.m.	Benning, M.	3:45 p.m.
Haskings, B	2:45 p.m.		

# EMPLOYEE COMMUNICATIONS

**Information is the fuel that powers organizations.**

Traditional channels like paper memos and emails, are long gone and often harm employee engagement. Instead, digital communications on digital signage and mobile phones, provide employees with relevant real-time information and empower them to make better business decisions.

Keep staff updated with inventory, sales, special promotions, new product and service offerings, and more on digital screens in employee areas. Put information at their fingertips - literally - with a mobile app.

Additionally, use digital signage to highlight recent achievements, such as employee top sales or loss prevention stats. Lastly, include customer accolades or other praise from the brands' social media networks on digital screens.

## Highlight Opportunities

Keep staff aware of new opportunities within the company.

## We're growing.

We have an exciting internal job posting for the position of Regional District Manager.

Join us in driving growth, leading teams, and elevating our brand!

**Location:** Milwaukee

**Closing Date:** August

**Talk to your manager today, email [hr@hkclothing.com](mailto:hr@hkclothing.com)**



## We're introducing a fresh line of products.

Let's gear up to provide exceptional customer experiences and boost sales!

Ask your manager for the Employee Knowledge pack.

## Promote Products & Achievements

Promote new products and celebrate company achievements.

## Shield of Excellence

The Shield of Excellence is awarded to the top five highest sales achievers each quarter.

Congratulations!

This quarter's top sellers:

Rob Adamson, store 4534  
Sue Johnson, store 121  
Emily Jones, store 1100  
Neal Smithson, store 1254  
Timothy Jenkins, store 223



# SAFETY APPLICATIONS

**Safety and security is essential. Digital signage is a great tool for sharing critical real-time information.**

## Public Safety

Digital signage provides an ideal platform for broadcasting public safety announcements and alerts to a broader audience. You can collaborate with local authorities or emergency services to disseminate vital information during natural disasters, public health emergencies, or community-wide security concerns on screens at city facilities or through a broader network.

## Visual Emergency Notifications

Audio alarms are still necessary, but integrating digital signage with your audio alarms allows you to share crucial supplemental information. Highlight which exit to use, the status of an emergency situation, and provide visual direction and cues.

## Access Control

Digital signage can be crucial in access control and visitor management systems, improving facility security protocols. Integrating digital displays with access control systems lets you display information about authorized personnel, visitor registration procedures, and access restrictions. This helps enforce security measures and ensures that individuals know the necessary protocols to gain entry to specific areas.

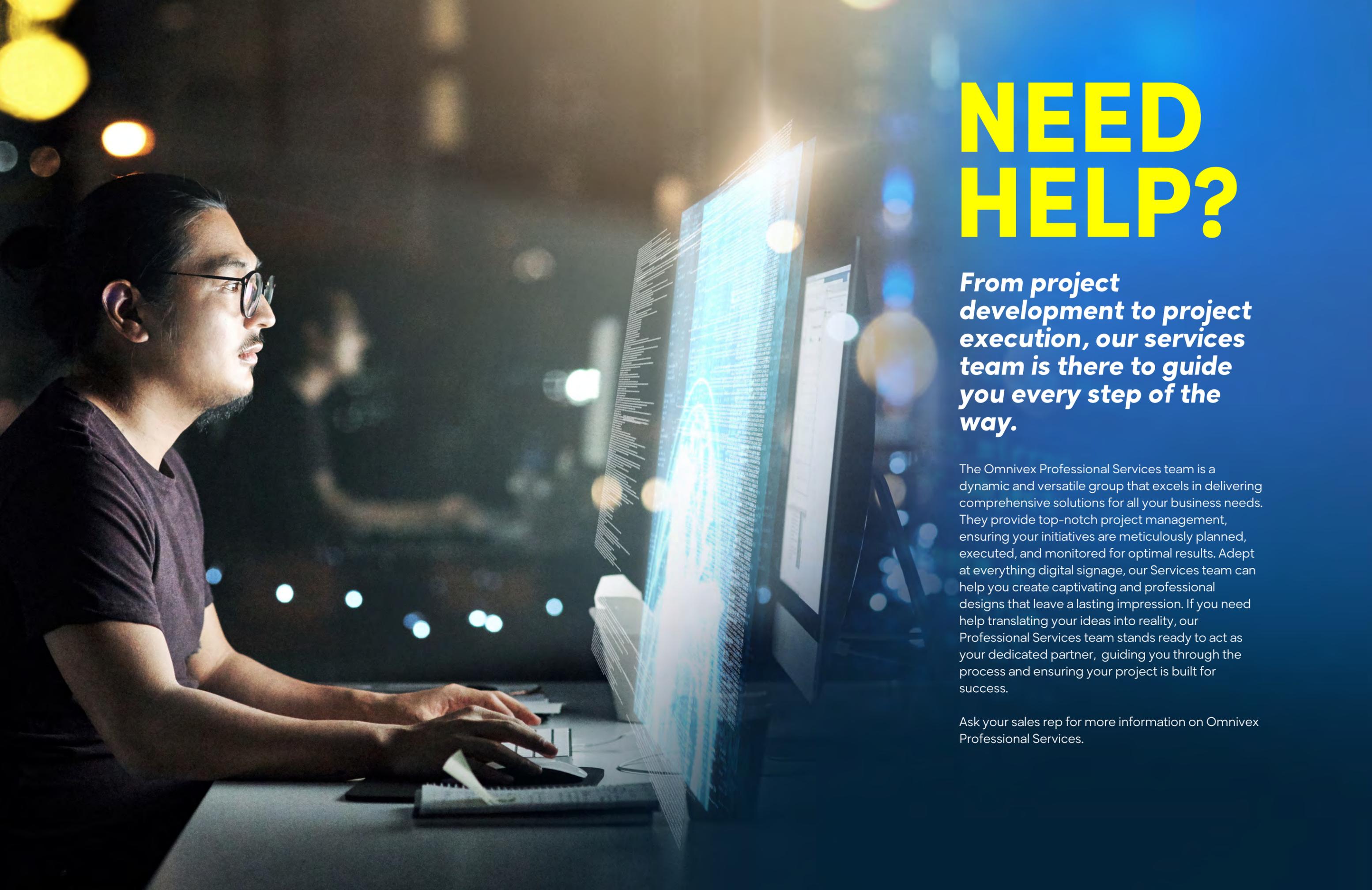
## Provide Information & Instructions

Emergency screens can provide simple instructions and directions on the route to safety.

## Tailor Emergency Messages by Location

Customize emergency screens by location in facility, providing location-specific directions.



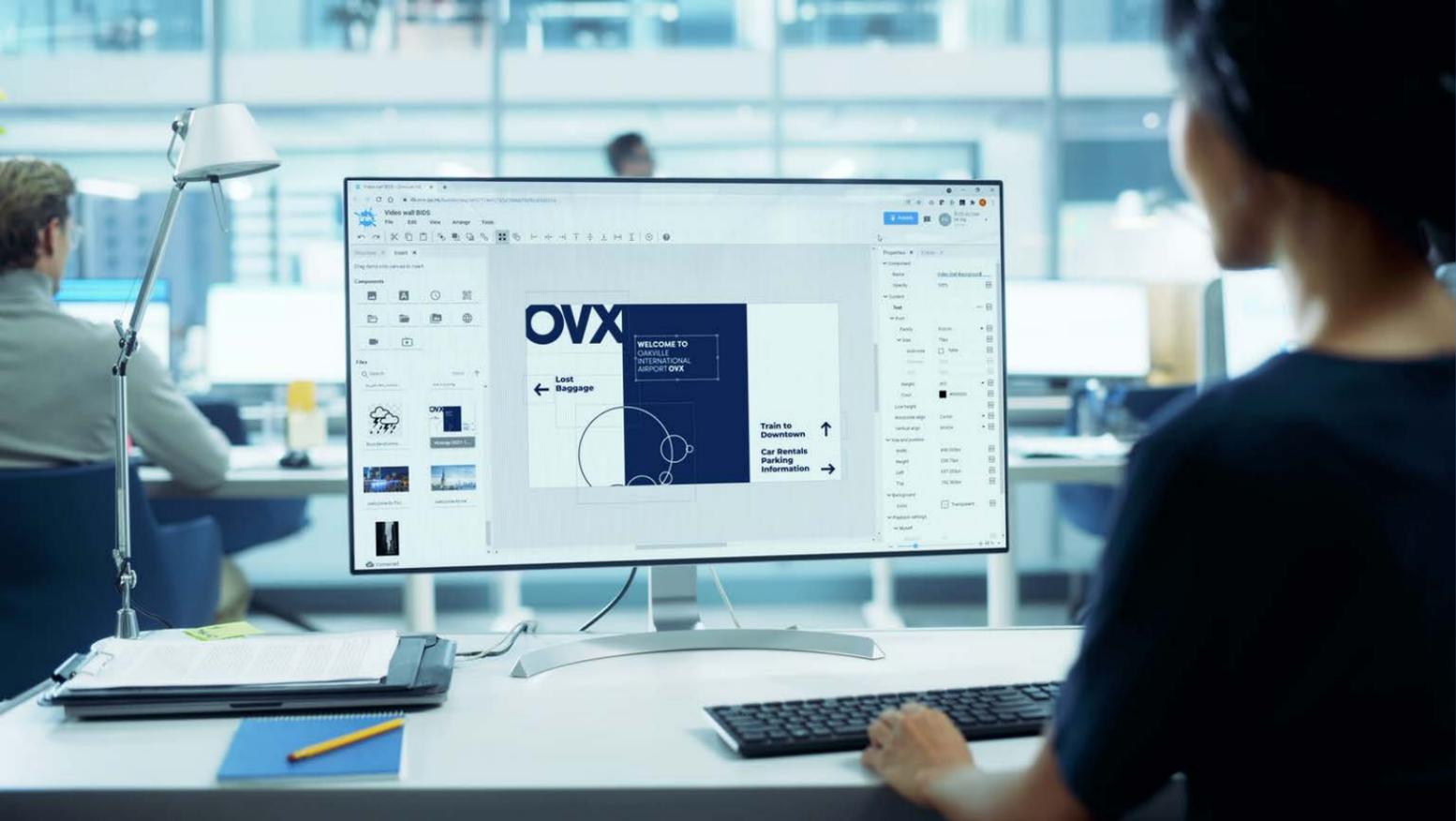


# NEED HELP?

*From project development to project execution, our services team is there to guide you every step of the way.*

The Omnivex Professional Services team is a dynamic and versatile group that excels in delivering comprehensive solutions for all your business needs. They provide top-notch project management, ensuring your initiatives are meticulously planned, executed, and monitored for optimal results. Adept at everything digital signage, our Services team can help you create captivating and professional designs that leave a lasting impression. If you need help translating your ideas into reality, our Professional Services team stands ready to act as your dedicated partner, guiding you through the process and ensuring your project is built for success.

Ask your sales rep for more information on Omnivex Professional Services.



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*For more information, or to  
arrange a demo, please contact:*

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