



Since 1991 Omnivex has been helping transform the way organizations interact with their audiences by empowering them to deliver targeted visual messaging. Omnivex's powerful digital communications platforms enable organizations to easily connect, distribute and present targeted real-time information across their entire business on any screen, from a digital sign to a tablet to a mobile phone.

## OMNIVEX IN RETAIL

Today, competition is stiff and margins are tight. To be successful retailers must create a competitive advantage. One way to do that is a Connected Store, where digital signs, POS terminals, mobile phones and kiosks are no longer stand-alone entities. Instead, they are part of an intelligent system that exchanges information between devices and the store's IT network; providing greater customer engagement and a better customer experience. It empowers sales staff to help customers make informed purchasing decisions. As well, this integration offers retailers the ability to leverage data and services throughout the enterprise and set themselves apart from the competition.

### BENEFITS OF DIGITAL COMMUNICATIONS

- ✓ Reduced costs
- ✓ Increased sales
- ✓ Improved customer experience

## DIGITAL COMMUNICATIONS HELP RETAILERS:



### REDUCE COSTS

Associated with updating, distributing, & customizing print ads



### INCREASE SALES

By cross-selling products and promoting high-margin inventory



### MEASURE

Provide real-time data on in-store activity back to corporate offices



### INTEGRATE

With third party systems such as social media, inventory, POS, loyalty, CRM, etc.

## CUSTOMER CASE STUDY

Established in 1889, Carhartt is a global premium work wear brand with a rich heritage of developing durable products for workers on and off the job. Carhartt was looking for a more dynamic way to replace traditional print signage, and showcase the features and details about merchandise available in the stores. They also wanted to provide access to lookup and view items not physically stocked in the stores such as alternative options or colors. Carhartt is using the Omnivex solution to power more than 100 in-store interactive kiosks and touchscreens across 18 locations nationwide. When customers aren't actively engaged with the kiosks, a series of digital signage panels rotate across the screens, showing season-appropriate images, unique products in certain departments, as well as active sales or promotions. The Omnivex solution has provided a way to easily manage content across the stores from a central location. It has also provided a drastic increase in the functionality available to Carhartt on their interactive screens, including providing the ability to monitor how many people are interacting with the screens and what content viewers are most interested in.