



Since 1991, Omnivex has been enabling organizations to transform data into dynamic visual communications and experiences. Omnivex helps organizations empower, enhance, and extend their two most valuable assets – people and data. The Omnivex solution is a broad and robust communications infrastructure that enables organizations to collect, process, and deliver targeted information to all of their audiences.

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 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, apart from the competition.

DIGITAL SIGNAGE BENEFITS

- ✓ Reduced costs
- ✓ Increased sales
- ✓ Real-time updates

VISUAL 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

NewsLink is a dynamic and innovative airport concession operator, combining first-class service, a broad and unique variety of products, and trend-setting store designs to deliver airport travelers a unparalleled shopping experience. In the atrium, at The Shoppes at Ocean Drive, the focus was on enhancing the in store experience and making effective use of the 1000 square foot space by displaying a variety of branded and promotional content. By striking a balance between being impactful and informative, NewsLink has seen great success since implementing digital signage to enhance the in-store experience by displaying a variety of branded and promotional content. In an industry where staying innovative is a key component of being successful, NewsLink has proven that they are ahead of the curve, and always focused on providing the best experience for their customers.