



The Power of Omnivex in

# Retail

Create an engaging and personalized instore experience



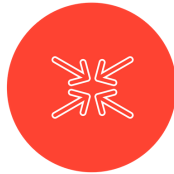
## How can Omnivex Help Your Business?

Create an integrated digital experience for retail customers and employees with digital signage.



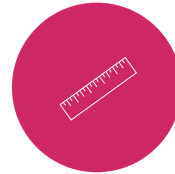
### Advertise

Cross-sell products and promote high-margin inventory to increase sales



### Reduce

Eliminate costs from updating, distributing, & customizing print ads



### Measure

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



### Integrate

Connect digital signage to social media, inventory, POS, loyalty, and CRM

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 standalone 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.

**The Omnivex solution has provided Carhartt with a way to easily manage content across the stores from a central location in Dearborn; however, localized content and information can be pushed out to individual stores such as special events and local sales.**

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 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 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.



### Case Study: Carhartt

100 screens  
18 locations