

# Intelligent In-Store Digital Experience Solution Elevates Brand Awareness and Engagement

The Media-Saturn Group\* in-store TV network uses digital signage, informational kiosks, and other technology to educate customers and positively impact their experience.



Media content plays on hundreds of screens at the same time.

Many retailers are apprehensive about rolling out a large, complex digital signage network, and rightfully so. The cost and planning required to deploy high-definition displays, kiosks, video walls and perhaps IPTV (Internet protocol TV) are considerable and must be backed by a solid return on investment (ROI). Providing examples of how this all comes together is Media-Saturn Group\*, Europe's largest electronics retailer, operating more than 900 stores in 16 countries with around 15 million shoppers visiting every week.

The company's main objective in launching its network is to help customers make informed purchase decisions by providing the best possible information using a one-of-a-kind, in-store digital experience. This is achieved with media players, servers and kiosks based on Intel® processors, which deliver the computing performance and graphics capabilities needed to power this exceptional multimedia experience.

## Elevate the shopping experience

Upon entering a typical store, customers see content, trailers and educational movie clips playing on over 200 screens, which are part of an in-store TV network that builds brand awareness. System-wide, the store chain manages 220,000 screens, including notebooks and tablets throughout every store that convey marketing messages to customers. Various types of informational kiosks increase brand engagement by letting customers listen to music, preview movie and game trailers, get advice about ink cartridges, learn about mobile phones and related service plans, and more.

## Generate additional marketing revenue

Digital signage offers product manufacturers (i.e., brands) significant value when placed at the point of purchase or in high traffic areas, like the checkout register, where people will watch ads for the entertainment value while waiting in line. Brands may purchase advertising time on the network or agree to pay higher subsidies when their products are prominently displayed on digital signs during a promotion.

## Eliminate the cost of traditional signs

Converting from static signs to digital eliminates costs for paper, printing, transportation and setup, while also being more ecologically-friendly. Digital signs offer many advantages over static signs, such as the ability to target messages to an aisle or store, increase price and brand accuracy, and quickly modify prices and messages to changing conditions, as needed. Outdated paper signs, especially when not taken down after a promotion ends, detract from the store's brand image.

## Optimize customer communications

Digital signage enables retailers and brands to deploy up-to-date communications, such as advertising, promotions and general store information, more quickly (in minutes) and with greater consistency compared to paper-based signs.

## Learn more

To get more details about this solution, download a full length Solution Blueprint at <http://www.intel.com/content/www/us/en/retail/intelligent-in-store-digital-experience-solution-blueprint.html>.

For more information on intelligent retail solutions, visit Intel's Intelligent Retail Web site: [intel.com/retailsolutions](http://intel.com/retailsolutions). Follow us on Twitter at @RetailerInsight.