

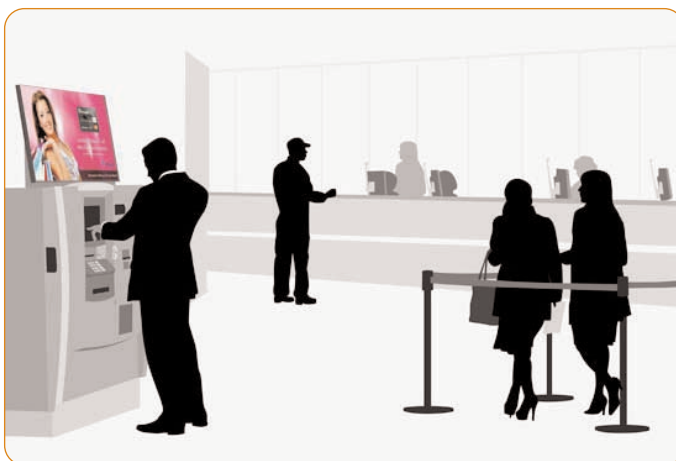


GIVE YOUR DIGITAL SIGNAGE THE FINGER!

THIS WHITE PAPER EXPLORES WHY CUSTOMER ENGAGEMENT AMPLIFIES MARKETING IMPACT. IT FURTHER EXPLAINS HOW THE MARRIAGE OF INTERACTIVE TECHNOLOGY WITH DIGITAL SIGNAGE OPENS A WORLD OF POSSIBILITIES TO THE SMART MARKETER.

A new trend in digital signage is emerging that combines the strength of digital signs with the kind of interactivity that many of us have come to appreciate on mobile devices. For many areas, such as retail venues, the sum of the two holds greater potential for marketers than either of the individual parts.

Known in some circles as self-serve kiosks and by others as interactive digital signage, these combo systems can capture the attention of those nearby by playing back compelling linear content -for example an enticing commercial or helpful product information and then switch to an interactive mode when triggered by an external input, such as the touch of a viewer, the mere presence of a passerby or even permission-based ID recognition.



MORE MARKETING PUNCH

Similar to a standalone digital sign, an interactive system allows communicators to playback a pre-built sequence of elements, including video files, web graphics, text, animation and live content feeds. Those staples of digital signage are the makings of an effective message that entices interaction with



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(YOU KNOW WHAT WE MEAN)

the very flat panel on which the content plays. An enticing multimedia playlist that can respond to the environment provides much more marketing punch than a typical kiosk splash screen.

Once viewers touch the panel or step within its proximity, the interactive sign automatically interrupts linear content playback and displays a smartphone-like interface that lets a shopper touch hot spots on the screen, launching a pre-built interactive branching presentation. Navigating through the presentation, shoppers can find the information they want like product comparisons, pricing, availability and even user reviews. All of these items acting in unison help curb the dreaded retail showrooming that has become so commonplace with smartphone and tablet-wielding shoppers.

AUTOMATING THE SALES PROCESS

For instance, an interactive display system at an automotive service center could send an inquiry to the store's web server to access a database of recommended tires specified by each car manufacturer. Matching information the customer entered about his car with the recommendations in the database, the system could check inventory for the right products, retrieve availability, pricing, related services, and then present the information to the shopper standing at the dynamic sign.



Photo Credit: www.DigiSignSystems.com



With the precision of a talented sales associate, interactive digital signage can effectively augment the sales process, cross promote products and incentivize with loyalty programs all in the same breath.

Prior to offering that information, the system could ask the shopper to enter his name and address and to grant permission to be notified of future specials.

With that data saved on the server, the retailer's marketing department can automatically send out coupons for oil and filters when the next estimated time for an oil change rolls around. There are endless possibilities!

INTERACTIVE DIGITAL SIGNAGE FINDS HOME WITH BEAZER

Beazer Homes, one of the largest homebuilders in the United States, is using Keywest Technology's interactive display system to help market inventory from model homes in Florida.

The homebuilder uses the interactive system to allow prospective home buyers to access desired floor plans, check out options that can be added and browse its existing inventory. Additionally, Beazer Homes allows allied businesses, such as title insurance companies and mortgage brokers, to buy commercial advertising time slots on the signs to generate revenue and offset the cost of the systems.

Beazer Homes contracted with Keywest Technology's graphic design team, Keywest Creative, to design content for its interactive digital signage, guaranteeing the installation maintains the professional look and high standards the homebuilder desired.

Besides the interactive touch-screen capability of the signage, the system employs motion sensors to detect the presence of visitors so that audio can be ramped up or down depending on their proximity. The closer they are to the digital signage system, the louder the audio becomes. Conversely, as visitors walk away, the audio level instantly ramps down to restore a less intrusive ambiance. Additionally, an embedded video camera is used to capture demographic information and monitor the security status of properties.

Depending upon the level of sophistication needed, such interactive presentations can link to a company's servers or third-party data services, pulling information needed for the presentation and collecting information about the consumer that can be stored on the server.

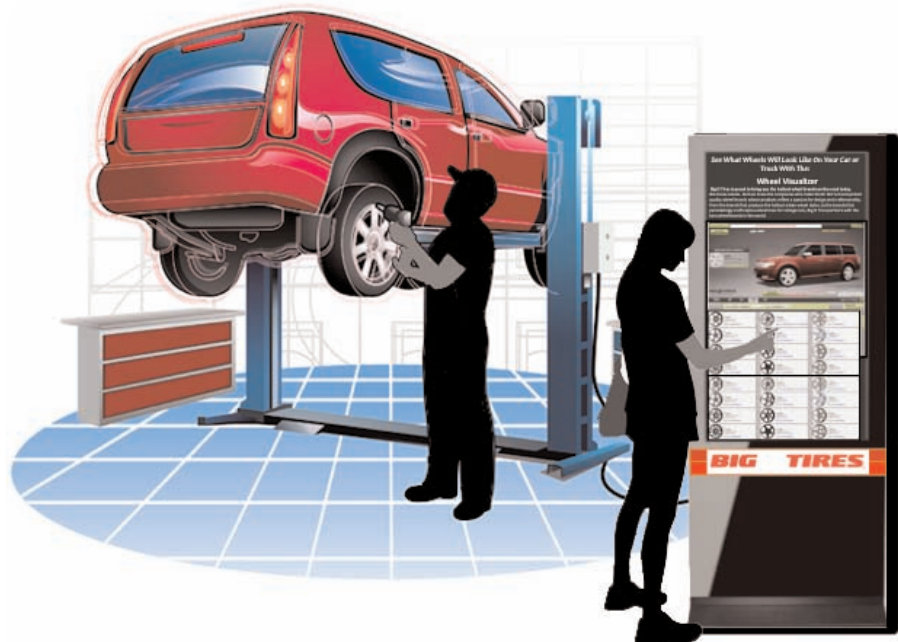


PORTFOLIO



Think about this: What enticed the shopper to touch the screen in the first place? Perhaps it was a video playing back in linear digital signage mode of a favorite racecar driver discussing why it's important to use better motor oils in today's advanced automobiles.

On the front end of customer engagement, the interactive system casts a wide net, cycling through a playlist of content designed to sell oil, followed by tires, then batteries, air filters -the list goes on and on. Each linear segment is backed up by an interactive kiosk component that's triggered when a shopper's curiosity is piqued by one of these linear presentations to the point that he touches the screen. On the back end, the system uses data that's collected to stay in touch with shoppers once they leave the store, offering special incentives to have them return. In essence, interactive digital signage can help extend the marketing reach of a retailer well beyond arm's length from the display panel and into the homes of shoppers who are willing to interact.





HOTEL BOOSTS GUEST INTERACTION WITH DIGITAL CONCIERGE

MileNorth Hotel in downtown Chicago, only a few steps away from the city's renowned Magnificent Mile, is taking communications to a new level using the advanced interactive and cloud-based capabilities of Breeze™ digital signage. The project was conceptualized, created and project-managed by Keywest Technology's digital artisans in cooperation with hotel signage experts RB Industries.

It's only right that a crème de la crème hotel is matched with a proper digital signage system for the ambiance it projects to the convenience it offers guests. With this challenge in hand, Keywest Technology worked with hotel management in crafting a 55" interactive sign (a.k.a. digital concierge) that is protected in a portrait view self-standing housing.

The housing contains two 55" LED backlit digital displays that operate in 1080P resolution. One side of the housing is used only for promotional messages, while the other side supports full-on interactive that provides guests key information, including:

- Hotel guest information
- Hotel amenities
- Hotel meeting room information
- Airport flight information
- Local attractions with wayfinding & QR codes
- Local restaurants with wayfinding & QR codes
- Local sports with wayfinding & QR codes
- and nearby shopping destinations, which to say the least, is extensive.

In addition to the easy-to-navigate touch screen that provides an immersive guest experience, the digital concierge also sports time, date and weather info. An interactive weather widget provides local weather conditions with a 5-day forecast, something that Chicagoans don't take for granted given their upper Midwest location next to one of the largest, windiest lakes in the world.

According to Sam Ruggles, Hospitality Solutions Manager for Keywest Technology, his company advocates interactive digital signage where added efficiencies via automation can make positive contributions by effectively promoting useful information as another customer touch point. Ruggles stated, "Our digital concierge is the centerpiece for MileNorth. It operates on so many levels for individual guests that it truly becomes part of the hospitality service process and greatly enhances the quality of the guest experience."

All said and done, the digital concierge and Breeze digital signage system provide guest-facing interaction and personal assistance, omni-channel marketing think and an innovative infotainment media mix, meeting the diverse needs of hotel guests in this demanding four-star environment.



Photo Credit: RB Industries™

PORTFOLIO



AUTOMATE – ENGAGE - INTERACT

Interactivity doesn't have to begin with a human touch either. Imagine an interactive display system in a ski shop at the base of mountain. Skiers donning their boots and gloves might see a digital sign in passing as it plays back linear content; however, their attention might be focused when temperature, wind and solar sensors at the top of the mountain report conditions and trigger specific presentations. Lots of sun could call up reminders about needing sunscreen. Heavy snow might trigger another presentation that makes them think twice about leaving the store before having the right gloves or goggles. Science fiction you think? Hardly—this is being done today with the proper integration of databases programmed with conditional event triggers.

The possibilities for interactive digital signage are only as limited as the imagination of creative marketers and other communicators. To be sure, this aspect of the digital signage market is in its infancy. However, with the ongoing convergence of the parallel worlds of kiosks, wireless tablet devices, smart TVs, and smartphones, interactive digital signage will certainly play an important roll in the ever-expanding digital media universe.

ABOUT KEYWEST TECHNOLOGY

Keywest Technology is an authentic developer of digital signage technology and a full-service provider offering solutions from simple playback to large multi-sign and interactive networks. Keywest builds systems with a holistic approach that includes key software technologies, creative design, system design, and comprehensive support. Based in Lenexa, Kan., the company is dedicated to making business communication as easy as a day at the beach. For more information, visit

WWW.KEYWESTTECHNOLOGY.COM.