



Retail Digital Signage

There is a revolution happening in the signage industry that can have a significant positive impact on a retail stores bottom line. In the past, most retail establishments used static signage to inform their customers of new products and sales items. Through the use of digital signage you're in store sales campaign can "Come Alive", entertaining, enticing, and especially persuading customer to buy. How you ask? With eye catching static or motion media that showcases your brand, merchandise and product promotions.

What is a Digital Signage?

- LCD screens that displays hi-resolution static media or hi-definition motion media showcasing your products.
- Easily customize the media content displayed on screen by time of day or day of the week. Changes are easily made at any time and within minutes displayed on every screen at each location.
- Manage Digital signs locally or remotely from any computer with an internet connection utilizing Storming Images Remote Media Manager.
- The Digital sign can interface with the POS systems allowing you to track the success of a promotion.

Why install Digital Signage?

- To achieve the 4 I's
 - **Influence** customer buying decisions
 - **Initiate** a call to action motivating a customer to buy your products
 - **Inform** customers of sales or upcoming promotions
 - **Increase** your sales revenue and overall financial bottom line
- Imagine your signage as a customizable "sales tool" and potentially achieve results like;
 - Statistics have shown that 30% of people viewing digital screens make unplanned purchases
 - 75% of purchasing decisions are made at the point of sale
 - You can see an average of 10-20% sales increase
 - Experience up to a 49% sales increase for a specific featured product

What are the advantages?

- Strong branding tool for your retail business
- Customize your media message or call to action almost any way you can think of
 - Customize your message by target market, region of the country, time of day, or day of the week
 - Up sell or promote high end products
 - Advertise a sale on high inventory items

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- Create seasonal promotions
- Quickly change your marketing campaign within minutes according to regional needs
- Quickly adjust prices at each location or at just one
- Test market new menu items
- Customize the screen layout as well as the media
 - Split screen – static media items on one side and full motion media on the other side
 - Create a call to action, attract the customer’s attention get them thinking about trying something new
 - Automatically populate text items on your media backgrounds
- Distribute training for store employees through the Digital signs at each location
- Eliminates the need to print and redistribute signs

Important Keys to Success

- Use eye catching motion media – entertain and entice customers to buy
- Refresh and change up the look and feel of your media on a regular basis
- Track effectiveness of specials – sales increase

Our web-based software Remotemediamanager.com streamlines the process of placing media on any digital display from one sign to multiple signs at multiple locations. Our stand-alone application, Admanager is designed for a private digital network and is capable of managing any number of signs at a single location. Have questions give us a call 888-967-8676 ext 705.

Regard,

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Moving video to the Masses