



# In-Store & In-House Digital Communications

Retail has quickly become the biggest adopter of digital signage technology; driven by a need to compete on a technological level with the online shopping generation of retailers and a desire to remain modern. Delivering animated posters, interactive displays and engaging experiences is what retail outlets are now looking to deploy, and Tripleplay's centrally managed platform enables exactly that.

## Key Features of our Retail Solution:

- Display static or animated electronic posters.
- Interactive touchscreen support.
- EPOS integration.
- Centralized management.
  - Via LAN/WAN
  - Via Cloud
- Simple integration with 3rd party retail technologies.
- Digital Signage with integrated IPTV for entertainment and relaxation.
- MVP and MMA solutions allow the distribution of communications and training to TVs, laptops and mobiles.
- Integrate with warehouse management systems to display statistics.

Solutions delivered for



JACQUES VERT



“The state of the art technology combined with the always up to date information has significantly improved sales efficiency and effectiveness.”

# Retail

## Digital Menu Boards

Deliver live pricing, availability and visually impacting menus with the Tripleplay Digital Signage platform. Our solution has the capability to integrate with 3rd party Electronic Point of Sale (EPOS) systems to ensure food and beverage menus deliver automated stock and pricing details; ensuring maximum revenue generation opportunity.



## Shopper Interactivity

Something digital allows that print simply cannot is interactivity. Allowing shoppers to change the display they are looking at, trigger adverts and promotions that are of particular interest to them creating an environment more aligned with what they experience online. Interactivity is an element of the TripleSign Digital Signage platform, allowing a mixture of standard digital posters and interactive promotions to be deployed.

## Central Management

Tripleplay's platform enables the distribution of centrally created and sourced promotional materials and advertising to thousands of unique end points, enabling a massive national or global chain to deliver up-to-the-minute offers and promotions to each of its stores instantly; maximising revenue generation opportunity. Content can be tagged to play in only the store it is relevant to, allowing for local messaging within national chain outlets.

## Protecting brand and controlling content

Tripleplay's platform is optimised for business processes, so while Retail at the front end is glamorous and consumer, the behind the scenes team need to remain corporate, managing and protecting its most valuable asset; brand. Tripleplay's platform comes complete with workflow management software, ensuring that all screen updates are checked and approved by the appropriate team members before they go live, whilst its failover systems ensure no branch is faced with the problems of blank screens. Tripleplay's solution is designed to work flexibly, the way it needs to work.

## Digital Posters

Print isn't dead, but it is much less efficient and effective than digital. Displaying impacting animated videos and posters on screens in-store helps to engage customers and drive interest in target products and services. Research suggests that sales can increase by up to 30%\* through use of digital signage, as well as making a positive impact on dwell time and engagement. Tripleplay delivers this via its TripleLite solution, a cloud-based Electronic Posters CMS, or via TripleSign our on-premise LAN/WAN Digital Signage platform.

We integrate with:



\*Source, sixteen: Nine - 18 surprising Statistics about Digital Signage (Jan 2016).