

**nixplay**   
SIGNAGE



## Rescuing 80% of the shoppers with Digital Signage

Find a new way to connect with your customer base, solidify your store's brand and encourage impulse buys through the undeniable power of digital signage. See how much potential awaits in a single piece of innovative technology.



// An approximately  
**30% UPTICK IN SALES**  
once they added  
digital signage  
to their stores //

## RESULTS FUELED BY FACTS

Digital Signage simply makes sense in the retail industry. For instance, did you know that 8 out of 10 customers entered a store just because of the image and text they saw on a digital window sign? Really, signage is a highly effective way that retailers can increase foot traffic at their brick-and-mortar locations.

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This may explain why, according to one study, there has been a 40% increase of digital sign usage among retailers just in the last year.

While you might love to see lines at checkout, customers often don't like the wait that comes with the lines. Rather than have customers entertain themselves by looking at their phone screens (where they might see advertising from your competitors), why not grab their attention with digital checkout displays? Doing so can make waiting more bearable, and it is a good opportunity to share news about upcoming sales or wares that might interest customers, which can lead to more than a few impulse buys. And finally, know that roughly 80 percent of brands experienced an approximately 30 percent uptick in sales once they added digital signage to their stores.





# WHAT HAVE YOU GOT TO WIN?

You are surely aware of the sheer number of alternatives your customer base has access to these days, with both small and large companies. Implementing digital signage into your advertising and marketing strategies is a subtle yet powerful and effective way to truly get the message out about what makes your company unique and innovative. With a few digital displays, you will have a new way to share your message and company culture all while enticing passersby to step in and see what you have to offer.

Because your brand matters just as much, if not more, as your wares or services, digital signage provides you with a fun and creative way to build your business brand. You can also use it as a chance to **show off your company culture**, letting your customers put a human face on your brand

rather than just a logo. Yet another great thing about digital signs is you have a new way to connect with your customers, which works just as much to their advantage as it does yours. Specifically, you have a way to educate and inform your target audience as well as a new way they can interact with you and you with them.

This new type of signage is not just for your customers, either. You can add a few displays to the employee break room as **a way to communicate with your workforce**, which is great since retail employees sometimes work at different locations and might not have the chance to read a company email while they're busy taking care of customers and the store.

Because variety goes a long way in preventing stagnation and boredom, you can **quickly and easily change up the content** on your digital signs. You can shift things up based on the time of day, the customer you seek to attract and whenever you have a new product/service or sale coming up. With this particular advantage, we recommend having a plan as well as a schedule for how you change up the images and text on your displays. Doing so makes things easier for you and provides a measure of consistency even though you are changing things up.



### On-shelf product tutorial



15.6 Inch

### Point-of-sales acquisition



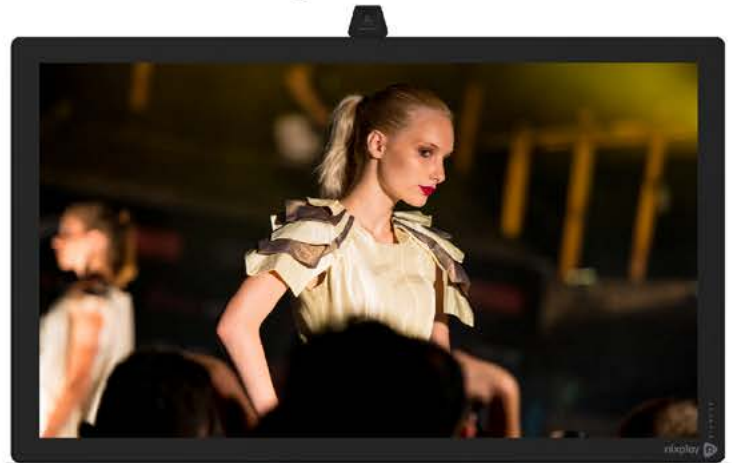
21.5 Inch

### Discount call-to-action at the entrance



24 Inch

### Branding & event videos



32 Inch

## LET'S PUT YOU ON THE FAST TRACK TO RETAIL SUCCESS

Just as you have to work with the right employees, vendors and suppliers to make your retail business a success, the same is true when it comes to the company that supplies you with digital signage. The ease and simplicity of setting up displays anywhere can save retailers both time and money and get customers responding more quickly.

U.S.-based Nixplay Signage, for example, is building on its more than **10 years of experience in the digital display arena** to introduce a solution that eliminates many of the

stumbling blocks associated with traditional methods of deploying digital signage. The company has sold more than 1.5 million of its Smart Connected Digital Photo Frames to customers around the world.

Nixplay Signage offers an **all-in-one signage solution** consisting of digital displays in sizes ranging from 15.6 inches to 32 inches. To deploy digital signage, a store would simply choose the number and sizes of displays they desire, along with an accompanying software subscription for each screen. When the business receives the displays, they simply unpack them and hang them in the desired location. They then power up and activate the displays, upload content and send that content to the displays.

Separate information can be created for individual display or groups of displays, allowing deployers to send the right



content to the right location, for example, possibility to add special offers on the displays located at the checkout or reception desk of your store and to display advertising videos in your shopping window to get people's attention and increase the store traffic.

Displays also feature a **smart Hu-Motion Sensor** with 3.5-meter depth, providing the user with the option for the displays to automatically turn off when no motion is detected. That feature not only saves energy, but can prolong the life of the screen as well.

In addition, all displays come with a 3-year warranty.

The content creation app and user interface features **drag-and-drop simplicity with no special training required**, eliminating the time and costs of complication content management software that requires ongoing training. All content from Nixplay Signage cloud account is delivered seamlessly to displays, automatically ensuring the optimal size and resolution. Content can consist of images, animation or videos and can be scheduled to play at any time the deployer desires.

Nixplay Signage uses multiple monitoring services to ensure smooth operations throughout, backing that up with 7-day-a-week customer service.

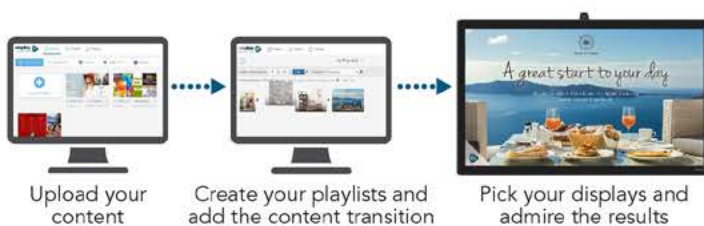
## EASE OF SCALABILITY

Although many digital signage solutions come with hidden cost and complications that make them a questionable investment for all but the largest players, **Nixplay Signage's low cost and transparent pricing structure relative to other solutions make it easy to estimate ROI.**

When considering the commercial efficiency due to its ability to attract many visitors to the store, its function of entertaining when waiting in the checkout queue, the ability to easily add or remove anytime a special offer, depending on time of day or day of the week, the Nixplay Signage solution may actually be a more cost-effective option than traditional static advertising signs.

And as a business grows, the Nixplay Signage solution can grow with it. Operators simply add additional displays, with no need to upgrade the entire solution.

When weighing these advantages with the cost and effort associated with static signage, there's no reason not to consider the Nixplay Signage digital signage solution.



## DELVING DEEPER INTO THE NIXPLAY DIGITAL SIGNAGE SOLUTION

Nixplay's digital displays offer 1080p resolution and 350 cd/m2 brightness for optimal visibility of messaging. The displays' RK3288 chipset easily handles 4K video and H.265 content, ensuring smooth graphics transitions, while the CPU features Cortex-A17 cores for fast processing speeds. All displays come with a 3-year warranty.



Data transferred between a deployer's Nixplay Signage account and their displays are protected using SSL encryption standards. Customer information stored in Nixplay's database is encrypted as well. The company's infrastructure is hosted by Amazon Web Services in redundant data centers with automatic scaling and recovery to guarantee maximum uptime. Nixplay also uses multiple monitoring services to ensure smooth operations throughout.

Content can be uploaded from most connected devices as well as social media platforms including Facebook, Instagram, Google Photos and cloud storage platforms including Dropbox and Flickr. The company also plans to introduce RSS feeds along with several free apps to enable deployers to incorporate richer, more engaging content.



# COST OF DEPLOYMENT FOR A TRADITIONAL DIGITAL SIGNAGE SOLUTION VS. THE NIXPLAY SOLUTION

Hypothetical deployment of five 32-inch displays  
(Over the course of 12 months)

|                               | Typical digital signage solution    | Nixplay solution |
|-------------------------------|-------------------------------------|------------------|
| <b>Displays</b>               | \$4,750                             | \$4,150          |
| <b>Software subscriptions</b> | \$0                                 | \$599            |
| <b>Media players</b>          | \$6,750<br>(Inc. software purchase) | \$0              |
| <b>Cabling</b>                | \$937                               | \$0              |
| <b>Total</b>                  | \$12,437*                           | \$4749           |

## THE BASICS OF THE NIXPLAY SIGNAGE SOLUTION

### 1. Out of the box

After you purchase the displays receive and take them out of the box.

### 2. Power on

Power on and connect displays to your WiFi network.

### 3. Activate

Activate the displays by following the pairing instructions on the screen.

### 4. Upload Content

Upload your content and create playlists. Content can be uploaded from connected devices, social media platforms including Facebook, Instagram, Google Photos and cloud storage platforms including Dropbox and Flickr.

### 5. Display Content

Send your playlists to displays.

### 6. Congratulations

- You're done!

Your playlist is playing on all your displays.

\*Estimates from Wirespring project cost estimator



## ABOUT THE SPONSOR

Creedon Technologies was founded in 2007 with a vision to connect people with technology – in a meaningful way. As the parent company to NIX, Nixplay and Nixplay Signage, innovation, insight and human connection were the foundations of everything we set out to achieve. With Nixplay Signage, we harnessed the best in Cloud storage, service technology and security to deliver the content you love to the people you want to share them with. Today we have offices in the U.S, U.K, Canada, China and the Philippines and we are committed to delivering high quality displays and services, internationally.

With our 7 days a week customer service center, we work to improve our service and products – and we love to hear from you.

GET A FREE DEMO FROM US!

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