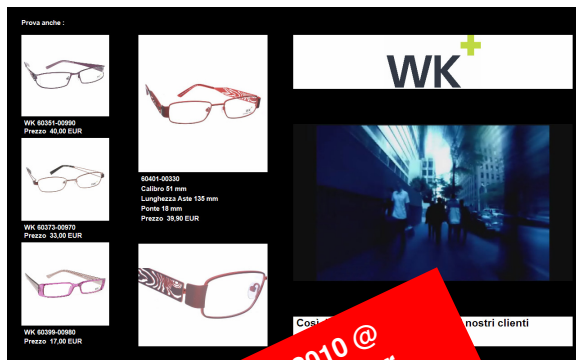




Smart display at  
Optics Point of Sale  
and an item content example



seen at Mido 2010 @  
Wagner & Kuhner  
pav. 13 stand K10

HSC has pioneered radiofrequency identification technology (RFID) and digital communication for the last five years to fill the gap between the "virtual shop" on the WEB and the real "bricks and mortar" point of sale. Today the smart displays developed by HSC make in-store communication **easy and interactive**; the consumer gets on the digital screen all the item related information, such as features, measures, prices offers, availability, alternative colors and items, model or brand multimedia contents, simply "picking" from the shelf the object of its interest. All this happens in the more **natural and simple way**, without the need of any computer or navigation skill.

The smart shelf (or smart display) is the point of sales foundation on which marketing can build cross selling, up selling and other CRM techniques typical of the WEB. But maybe the most interesting point is the shopping experience deriving from the interaction of the consumer with the smart display that can surprise and amaze him, providing a very pertinent and personal communication, bringing him to the most satisfactory purchase.

Not only, the smart displays can trace the shelf activity, recording all the items and people movements to provide a strong analysis basis to the marketing and merchandising managers. Finally, they can provide the real time availability of the items on the shelf, preventing the out-of-stock and helping the replenishment at the point of sale and at the corner shops.

## Features

- RFID antennas to trace the movements of the items on the shelves
- availability of several TFT monitor sizes and formats, from 10" to 24" and more
- Dynamic Content Management in the store database for item-related texts and pictures connected via Electronic Data Interchange with main office and suppliers.
- ability to link contents to items, item types, brands and to display them at the object "touch"
- interface to Digital Signage Systems to centrally and efficiently build, manage and deploy via WEB the item related multimedia contents to the smart shelves and LCD monitors at the point of sales
- ability to differentiate the contents by store and by shelf
- ability to read contactless loyalty card and NFC mobiles on the shelf to develop one-to-one marketing programs at the point of sale
- interface to motion detection and biometric recognition to detect and profile customers on the shelves
- ability to interface store and corporate systems for replenishment and analytics purposes

Through partnership with experienced shop designers, technology can be "dressed" in the most fashionable way to provide a solution in line with the higher customer expectations. HSC is available to develop "all inclusive" marketing programs, designing the "touch point" at the store, preparing the digital contents, managing and deploying them to the stores, analysing data coming from the shelves and from the cash to provide ready to use information to the marketing and merchandising.

# HSCStorePoint: Smart Displays and In-Store Information

Technology is one of the strongest agent of change at the point of sale. Market analysis show a growing appealing for innovative communication technologies by young and less young consumers, used to interact with the WEB and mobile phones, and their attitude to use digital information in all the occasions. According to the analyst, the digital communication at the point of sale (digital signage), provides to consumers a positive and amazing shopping experience that helps them to develop a loyalty to the brand and influences their decision to purchase. The availability of broadband internet connection together with the decreasing prices of the electronics are opening new frontiers to the digital communication never explored before. More and more often, big LCD monitors, broadcasting brand and product advertising, are installed in the shop-windows and inside the store. But the new trend is now to position the screens close to the goods, appealing to the pattern of personal underlying values and brand tangible benefits that make up consumer lifestyle, to move him to buy.

The smart display is the paradigms of this new trend and in particular of the interactive communication at the point of sale.

## Interactivity

The interactive solutions developed by HSC are based on the Dynamic Marketing Communication concept, where the relevant contents are activated by the touch of the object and by the presence of the consumer. Trough different kinds of sensors, the smart display can intercept movement of goods and people modifying its message depending on what happens in its proximity



## Supports to the communication

The TFT screens and loudspeakers embedded in the shelf and consumer Bluetooth or NFC mobile phones are supports jointly used at the store to transport the personalised message to its final destination.

## Contents Distribution and Presentation

The digital contents presented on the smart display can be of different kind and dimensions, texts ( e.g. item description, price, availability of measure or colours etc.) and pictures, but also complex multimedia contents as streaming, flash animations, sound and lights. The contents can be transferred at the store server, trough point-to-point connection ( e.g. via WEB EDI) with main office and suppliers or can be managed with a sophisticate broadcasting tool, by the marketing or by the agency that create contents, and automatically deployed to the point-of-sales that display them, according to the communication plan. Answering to the different needs, HSC developed specific tools inside to HSCStorePoint and integrations to Digital Signage software, able to manage all the process of creation, management and distribution of the contents.

## Digital Advertising and In-Store information ad the Point of sale

The Smart Display provides to retailer and producer a good opportunity to bring very focused and relevant messages to the consumers at cost consistently lower than that of traditional advertising channels. According to analysts, in fact, the Digital Signage captures the attention of more people and it is also more pleasant than any other media, except television. The Smart Display ability to communicate to people that already shown an interest for a specific product allows marketing to build personalised messages targeting consumers by preferences, in a way that no media can do. Finally, putting in relation the shelf activity with the purchase, it is possible to precisely evaluate the success of the communication.

## RFID Inventory

The ability to automatically identify the goods present on the shelf prevents the Out-of-stock and provides the real time availability of the items at the **corner shop** or in **shop-in shop**. The item shipment and receiving process trough the distribution center and the store is simplified and speeded up by RFID auto-identification techniques.

## Contract capability

HSC provides to its customers complete "turn key" solutions from the Concept to the deployment of the new technologies at the point of sales. HSC collaborate with shop designers and furniture suppliers to develop trendy solutions, providing RFID and Wireless hardware, software and services to implement the solution in all the point of sales, supporting it during the time. Trough partnership with international Digital Signage Services Providers, HSC can offer a full support to development, management and deployment of contents to the stores, also with a Software-as-a-Service (SaaS) model.