



Giving Cosmetics Counters a New Face with Digital Signage



Shopping for cosmetics can involve a significant amount of research, given the large number of brands, products, applications, and of course, range of prices. With this in mind, Macy's, one of the premier retailers in the U.S., launched a project to better assist women looking for cosmetics. Through customer surveys, the company learned that some women prefer to explore beauty merchandise on their own; however, this can be difficult when products are behind the counter and out of reach. To address this, with assistance from Intel, Macy's* created Macy's Beauty Spot*, an experience offering customers a helpful and fun way to discover cosmetics across multiple brands.

Just browsing

Macy's Beauty Spot complements Macy's high-touch, in-store service by providing an alternative way for customers to learn more about beauty care products. It introduces a unique "Concierge" role into the Macy's Beauty experience, presents curated physical product displays and in several stores, delivers an engaging, interactive touchscreen experience. In these stores, the touchscreen provides a unique avenue for customers to explore new products that will only grow richer with time. The touchscreen currently offers multiple interactive sales tools that enable customers to browse curated cosmetic and fragrance offerings and enter preferences to learn more about new products. The station entices shoppers and keeps them engaged by displaying information in an appealing and attractive way using high-end touch-enabled displays.

What do you think?

For those seeking a second opinion before making a purchase, they can get real feedback from other customers via product reviews. Shoppers can also save their recommended products from the touchscreen for further consideration via a printed or emailed "shopping list".

Radiating a sense of intelligence and style, Macy's Beauty Spot is a fitting addition to the cosmetics counters in Macy's department stores. The touchscreen solution is powered by the 2nd generation Intel® Core™ i7 processor capable of delivering a multi-channel experience. The Intel® processors also render the touchscreen solution's vivid, high definition graphics used to connect with consumers in a dynamic and meaningful way.