Digital Signage Software Powers Immersive Customer Experiences

Today’s digital displays can improve marketing effectiveness and sales more than ever before, and complex deployments are becoming easier to implement and manage.

Success in today’s highly competitive retail environment depends on delivering the right messages to new and existing customers at the right time. A rapidly growing number of retailers are learning that when it comes to delivering valuable retail content and experiences to customers, one of the most effective mechanisms is digital signage.

Digital signs help retailers to create and deliver dynamic brand experiences and capture critical sales opportunities. When integrating them with robust content management systems (CMS) and business intelligence, they can also help marketers deliver impactful campaigns and gauge the effectiveness of their marketing spend.

But implementing the right digital signage solution can be challenging even for the most seasoned marketing and technology professionals. Today, Intel is helping retailers reduce the complexity and capitalize on the power of digital signs with two complementary solutions:

- **Intel® Retail Client Manager (Intel® RCM).** A new CMS for easily managing content across all digital touchpoints
- **Intel® Audience Impression Metrics Suite (Intel® AIM Suite).** For learning how shoppers are responding to your visual messaging

These tools give retailers the enhanced ability to attract and retain customers, increase sales, improve marketing ROI, and strengthen bottom lines.

Content-Rich Engagement

Digital signage can display everything from simple messages to cinema-quality video and allow consumers to directly interact with screens via touch or gesture. Digital signs can take many forms from large displays, kiosks, intelligent vending machines, to point-of-sale devices. What they all have in common is the ability to deliver impactful brand experiences that encourage shopper interactions and increase sales opportunities.

And they’re no longer just a trend. By 2015, Intel predicts there will be 22 million digital signs installed worldwide. The reality of such rapid growth is that consumers will expect to see—and use—digital signs in brick-and-mortar locations. Retailers who implement these solutions will not only stay competitive, but also reap many other rewards digital signs offer.

Digital signage has the ability to:

- Engage customers on a sensory level
- Deliver dynamic, relevant content to the right audience at the right place and time
- Cover multiple retail touchpoints to strategically influence purchase decisions
- Act as virtual showrooms thereby expanding built floorspace
- Act as an on-call training platform to deliver updated product information to staff
- Serve as a wayfaring device with maps and directions, as well as display important announcements

Intel-powered digital signage helps retailers manage their digital sign networks for greater impact, timeliness, and responsiveness.
Intel® Retail Client Manager: Simplifying Content Management

Creating and managing the volumes of content and myriad devices that comprise a digital signage network can be a daunting task. The reason is equally formidable: Successful digital signage necessitates a different model—and often different skills—than traditional in-store signage.

For example, traditional printed messages must be rethought to flow well in a digital medium. Audio and video capabilities open new doors of immersive creativity but point to the need for specialized skills. And delivering relevant, real-time messages across a multitude of screens requires sophisticated IT management and security tools that work in concert across the infrastructure.

Intel is helping retailers overcome these hurdles with Intel Retail Client Manager. Intel RCM simplifies digital-signage management and provides marketing and IT departments with the flexibility, manageability, and security needed to engage customers across digital touchpoints.

Intel RCM is intuitive and easy to learn and use. As Figure 1 illustrates, it gives retailers the ability to deliver content to every screen with greater impact, including the ability to:

- Save time and money by composing dynamic campaigns in minutes, putting an end to high distribution and printing costs
- Plan, create, and launch campaigns—for future or real-time delivery—without limitations
- Customize content on-the-fly for one or many screens
- Engage key audience segments using anonymous viewer analytics from Intel® AIM Suite
- Manage campaigns remotely and control each digital sign independently

The strength and flexibility of Intel RCM—particularly when integrated with Intel AIM Suite—help retailers quickly get up and running with digital signage and create valuable experiences that engage consumers and capture critical sales opportunities.

How Intel® RCM benefits retail roles:

- **Marketing Professionals.** Can quickly and easily broadcast video, images, sound, and full-scale campaigns across all or part of the digital network.
- **Digital Sign Operators.** Can create, manage, and schedule multimedia content with drag-and-drop ease, including HD video, Flash®, images, web content, RSS, and TV.
- **IT/IS Professionals.** Can stay informed of each sign’s display in real time, remotely manage and secure the entire network, and receive reports of all playback activity.

Figure 1. Using Intel® Retail Client Manager, operators can schedule and launch strategic and relevant marketing campaigns for audiences, when they need it most, in real time, from anywhere. Content and scheduling can easily be adjusted based on weather conditions, shopper preferences, audience demographics, and more.

**BENEFITS OF DIGITAL SIGNAGE**

- **Great customer experience.** Give customers the engaging retail experience they expect, with relevant information delivered in a great-looking format.
- **High performance.** The solution is optimized to take full advantage of the power of Intel® technologies.
- **Flexibility.** Support for simple integration with content and IT management systems.
- **Easy maintenance.** The remote management capabilities on the 4th generation Intel® Core™ vPro™ processor family allow technology managers to manage multiple systems from a central location.

**Intel® Retail Client Manager**

**Increase uptime and lower costs** with integrated Intel® Active Management Technology

**Customized Content**
Compose campaigns and deliver customized content in minutes

**Digital Signage Software Powers Immersive Customer Experiences**

**Digital Touchpoints**
Securley deliver captivating customer experiences across multiple touchpoints

**Digital Signs**

**Demographics**

**Customer Shopping Preferences**

**Date and Time of Day**

**Weather Conditions**

**Digital Vending Machines**

**Digital Kiosks**

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Intel® AIM Suite: Turning Signs Into Intelligent Content Systems

Intel AIM Suite is a business intelligence solution that anonymously measures and assesses consumer behavior. Easily integrated into digital sign solutions, Intel AIM Suite enhances Intel RCM by providing valuable insight into how customers are responding to digital messages and how they move through the retail environment.

Using anonymous sensors and sophisticated computer algorithms (Figure 2), Intel AIM Suite accurately counts the potential and actual audiences for visual messages and merchandising. It profiles viewers by quantifiable variables as broad as gender and age range, to as specific as viewing times and durations.

Intel AIM Suite helps retailers increase the effectiveness and ROI of digital signage by dynamically refreshing messages and visual content to match specific audiences.

Additionally, Intel AIM Suite is built to safeguard consumer privacy including never using facial recognition software, never matching individuals to any personal identification or transaction, and always immediately destroying video images.

By integrating Intel AIM Suite with Intel RCM, retailers are able to deliver relevant messages, promotions, and campaigns to consumers.

A Foundation for Success

As more retailers tap into the marketing potential of digital signage, sophisticated implementations that combine content management with business intelligence will become foundationally important.

Intel® technology-based solutions, including Intel RCM and Intel AIM Suite, are giving retail marketing and technology professionals essential tools to help maximize ROI on digital marketing campaigns and deliver new value to consumers and to the bottom line.

For more information on Intel® Retail Client Manager, visit: **www.intel.com/rcm**

For more information on the use of Intel® technology in retail, visit: **www.intel.com/retailsolutions**

For more information on Intel® Audience Impression Metrics Suite, visit: **http://aimsuite.intel.com**