

DIGITAL  
RETAIL SOLUTIONS

## INTRODUCTION

For 11 years we have been committed to delivering innovative visual solutions for customers across the world in a wide range of industries. Whilst every customers' objectives are varied, all have valued our focus on delivering true solutions for their needs. We like to think outside the box and ensure we put our clients at the forefront of technology when approaching any project.

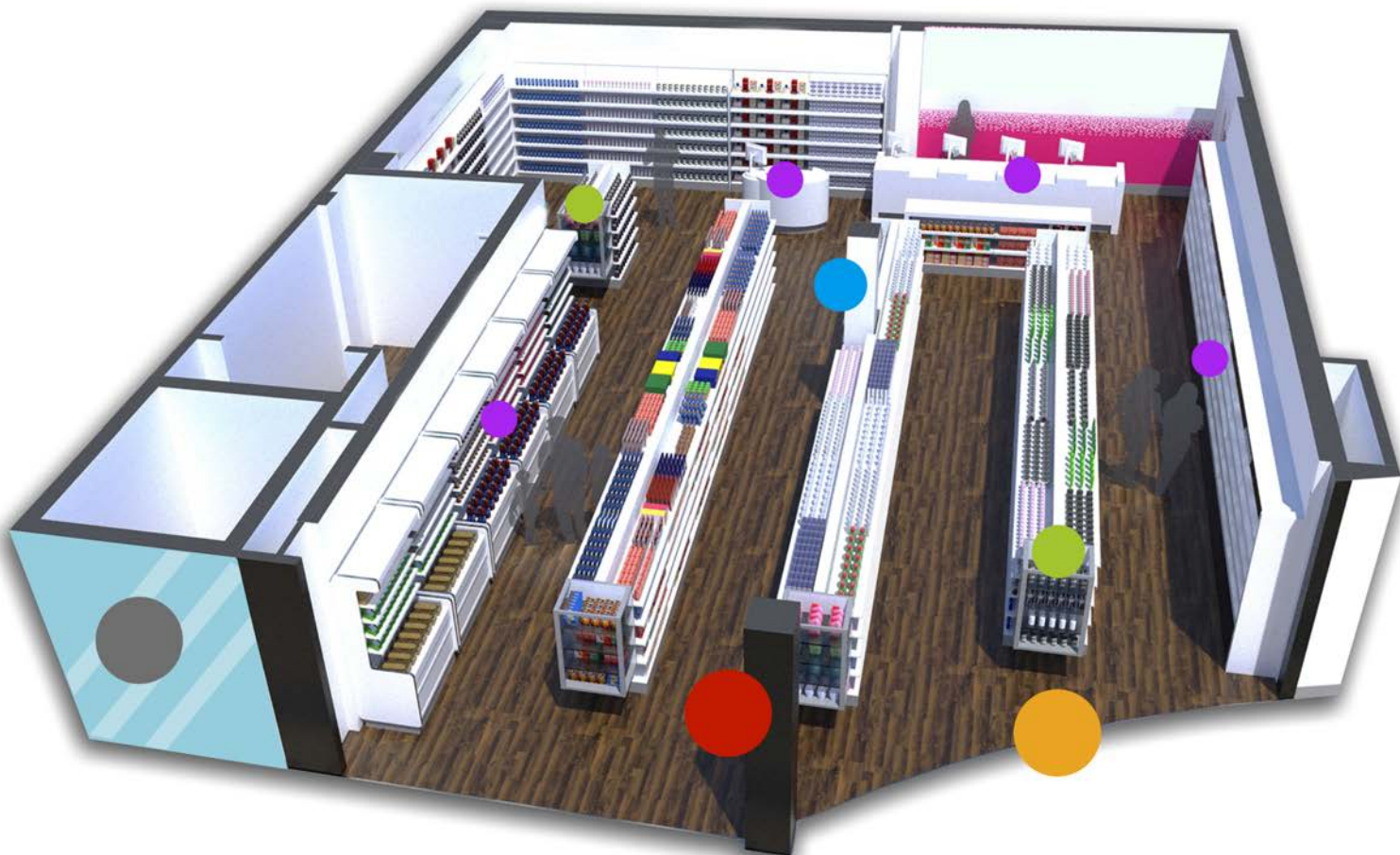
Our technology is used by thousands of customers every day and has been chosen by some of the leading brands of the world both for the quality and service levels received.







For the retail industry we are in a unique position to be able to offer an extensive range of technological solutions to both broadcast your message in a dynamic and eye catching way, increase recall of message and influence buyer behaviour, plus the ability to interact directly with your target market all whilst controlling your messaging from regional or national headquarters putting you & your marketing team in total control.

This document outlines some of the targeted solutions we can offer your industry and how these can best be applied however this represents just a small proportion of what we can offer your business and would be happy to discuss specific requests directly.



# DYNAMIC SOLUTIONS FOR EVERY ASPECT OF YOUR STORE ENVIRONMENT



-  Freestanding Broadcast Information
-  Touchscreen Interactive Information
-  Point of Sale Display
-  Window Signage
-  Feature End Display
-  Kiosk Loyalty Program

We understand the importance of effective communication with your customer and we know that 'one size does not fit all' that's why we offer tailored solutions all leveraging the power of our technology & years of experience to ensure your business benefits from the very latest in digital technology enhancing your communication and improving your bottom line.

Above is an example of how varied the applications can be but with our technology we can deliver the results you desire



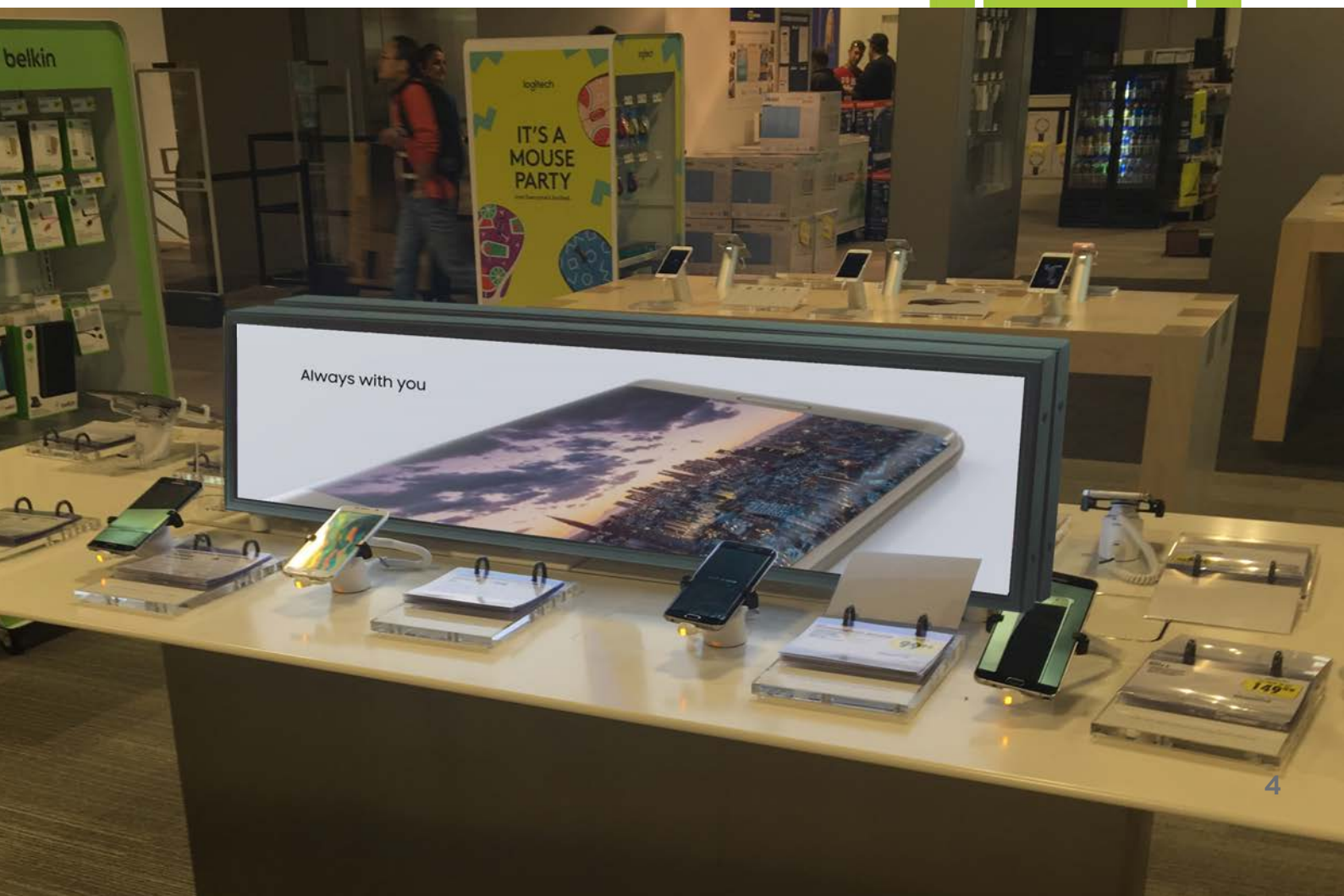
## FEATURE END SIGNAGE

For high profile areas of your store you want to ensure maximum attention is drawn to the products and promotions available to influence the purchasing decision of the consumer, either as an impulse purchase or to cement their belief 'that they have to have this'. The power of that communication is vital in achieving maximum results from that real estate.

Traditional methods of highlighting promotions using cardboard headers often look lacklustre and fail to do any more than pass on basic information to the consumer, our digital feature end is creating waves within retail due to its innovativeness and the power generated by its communication.

Enabling you to display thought provoking and emotive content you are instantly differentiating yourself as a business and with all this extra attention and impact the sales uplift can be sizeable.

The solution comes with a powerful media player to store the content which is Wi-Fi enabled so it allows you to manage all the content across your estate from one central location, making sure you are showing the right content at the right time in the right location





Stretch  
Display



Android OS



Content  
Management  
System



HDMI



Images, Video  
& Music

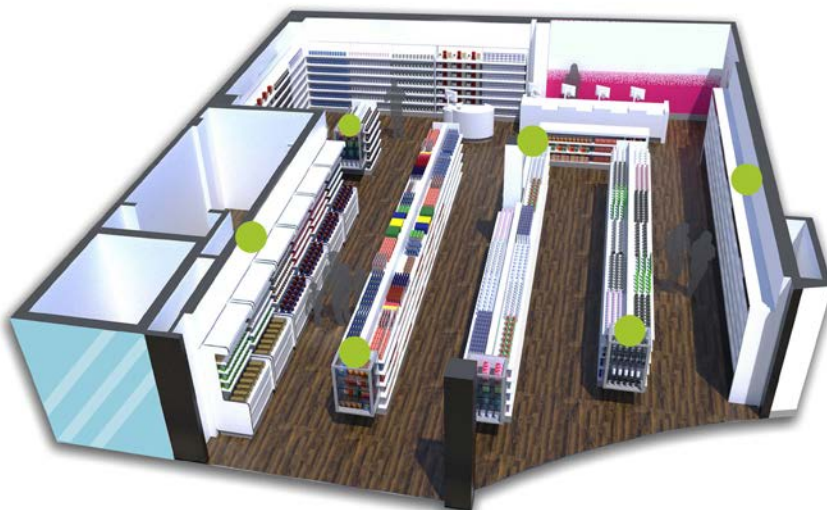


24/7 Usage



Wireless  
Connectivity

- UPGRADE FROM TRADITIONAL CARDBOARD HEADER
- INCREASE IMPACT WITH DYNAMIC CONTENT
- INCREASE AWARENESS & RECALL OF MESSAGE
- INCREASE SALES
- INCREASED CONTRIBUTION AVAILABLE FROM SUPPLIERS



AVAILABLE IN 38"  
OTHER SIZES AVAILABLE ON REQUEST

## POINT OF SALE SIGNAGE

Communicating with your customer at the shelf or point of sale can be challenging, but failing to embrace this can also be a lost opportunity. Consumers are most open to influence at these key times either for product information or promotions enabling you to leverage upsell opportunities if done correctly.

These need to be communicated effectively and subtly to the consumer to help upsell their basket, rather than relying solely on staff or a paper poster our Digital Shelf Talker solution can put you in front of your customer at just the right time, plus with the ability to display dynamic and immersive content their attention is naturally drawn to your message. With all the same benefits as our larger solutions including remote management our 10" shelf talker is a great addition to your communication strategy.







Android O:



Content  
Management  
System



Wide Viewing  
Angle



Portrait or  
Landscape



Images, Video  
& Music

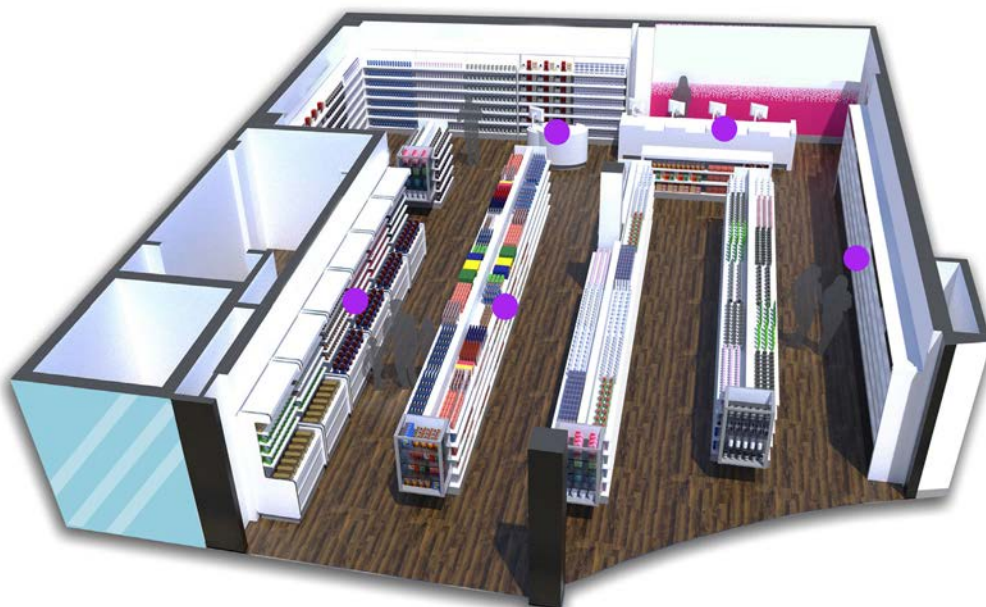


24/7 Usage



Wireless  
Connectivity

- INCREASED PROMOTIONAL ACTIVITY AT THE POINT OF SALE
- CREATE HOT SPOTS, FEATURE SPOTS
- INFORM CUSTOMERS AT THE SHELF
- UPSELL THE CUSTOMERS BASKET & YOUR BOTTOM LINE
- GAIN SPONSORSHIP FROM MARKET LEADING BRANDS



## FREESTANDING SOLUTIONS

For any store creating maximum impact is essential regardless of the message you are displaying. In today's busy world people are used to seeing digital messaging, from their TV at home to the screens we all see in daily life which is why standing out from that crowd is essential in creating real impact for your message

Unlike a traditional display our Freestanding Solutions can be deployed extremely quickly as they are wheeled into place and only require power enabling you to position for a specific promotion and then easily move to an alternative area of the store. Plus with their vertical tablet like aesthetics they instantly draw attention and create a focal point within store.

Either used at key locations within store to highlight general store information and promotions or used as a focused end cap solution to create maximum awareness for a specific brand this is one of the most impactful digital solutions you can deploy instore







24/7 Usage



Android OS



Content  
Management  
System



HIGH-DEFINITION MULTIMEDIA INTERFACE



Images, Video  
& Music

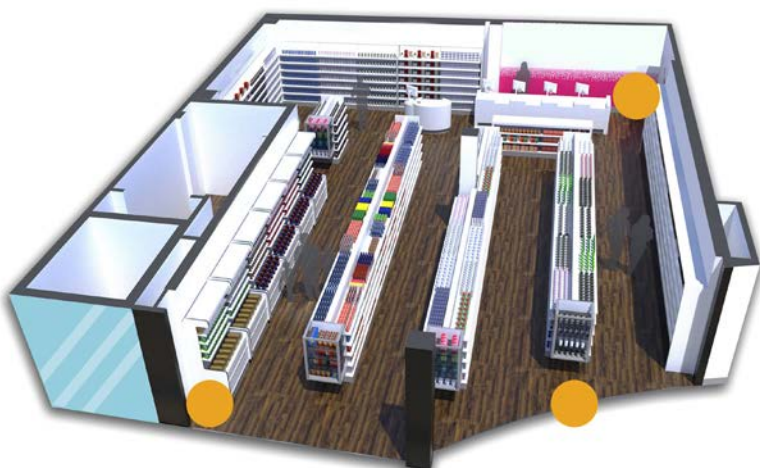


Lock Protected  
Compartment



Wireless  
Connectivity

- RETAILER INFORMATION: LOYALTY, ENVIRONMENT, SOURCING, UPCOMING EVENTS
- PRODUCT EDUCATION
- HIGH IMPACT END CAP DISPLAY
- BRAND SPONSORED ADVERTISING
- STORE LAYOUTS / GUIDES



## INTERACTIVE SIGNAGE SOLUTIONS

In today's busy world customers want information at their fingertips and whilst dynamic digital solutions throughout your store will increase message awareness and promotional uptake there is no substitute to creating and deploying a truly personalized interactive solution to reach your customers on a whole new level.

An interactive solution can take many forms, from a wayfinding deployment for the larger store to help customers' locate items quicker, to an endless aisle ordering point to offer customers an even broader range of merchandise. Whatever the application we have the technology and the software expertise to create a fully customized and cost effective interactive solution for your store.

For leading brands an interactive solution deployed in your store takes their end cap display to a whole new dimension giving them the ability to tell their story in their own words and provide the depth that is simply not possible even on traditional broadcast displays this helps them sell their vision as to why their products are superior, resulting in more engaged consumers & better sales results for your store.



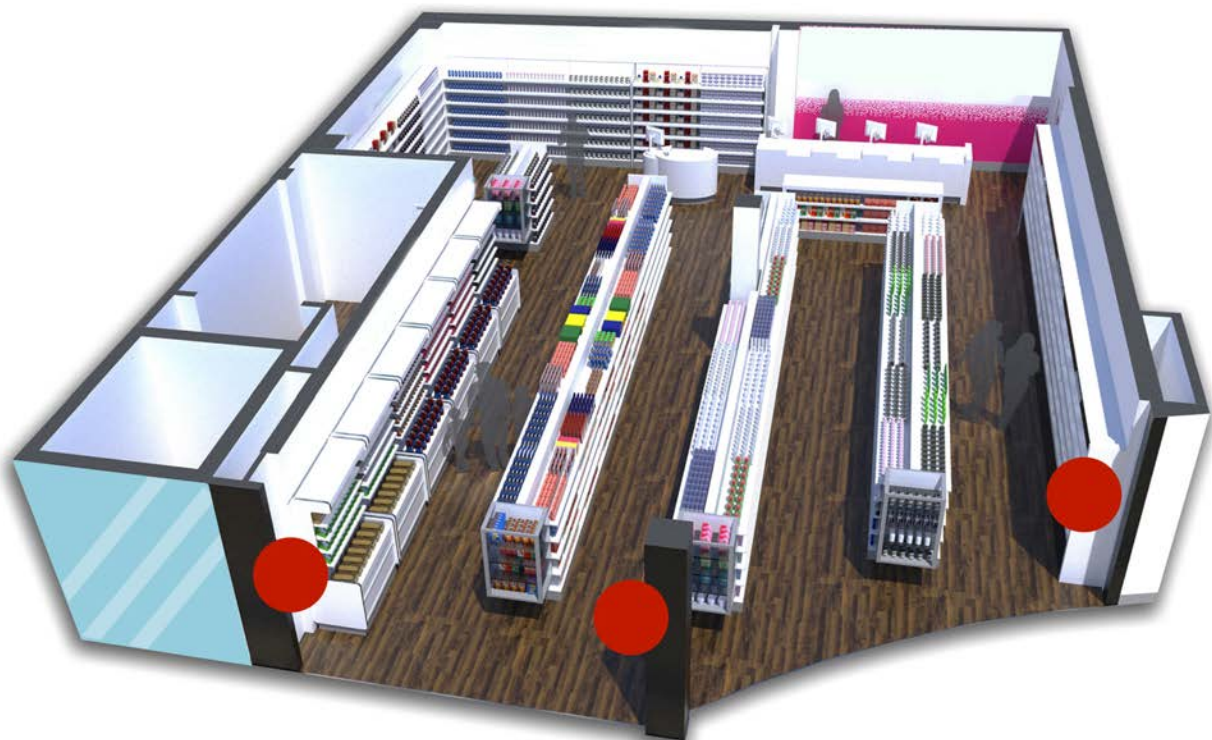


SIZES AVAILABLE:

IR - WALL MOUNTED: 32", 42", 50" & 55" FREESTANDING AVAILABLE IN: 50" & 55"



- IN DEPTH PRODUCT INFORMATION
- IN STORE WAYFINDING
- IMMERSIVE END CAP FEATURE ENDS
- RETAILER SPONSORSHIP FOR CATEGORY INFORMATION
- INCREASE CUSTOMER ENGAGEMENT, INCREASE SALES



## KIOSKS

A custom kiosk deployment is an ideal way of creating a focal point in store whilst providing a valuable delivery point for services you are offering, from loyalty coupons to endless aisle we can design & build a kiosk solution that fits your exact requirements both from an aesthetic design and a functionality perspective plus our software team can work with you on developing a custom user interface and integrate with any of your existing back-end functions

- LOYALTY PROGRAMS
- COUPON DOWNLOADS
- PRODUCT INFORMATION
- PRODUCT ORDERING







## TOUCH SOFTWARE

CUSTOM SOFTWARE DOESN'T  
NEED TO BE EXPENSIVE  
OUR TEAM CREATE A FULLY  
IMMERSIVE CUSTOM SOLUTION  
FOR YOUR BUSINESS FOR LESS  
THAN YOU MIGHT THINK



CLIENT BRIEF



DESIGN STORYBOARD



CODE SOFTWARE



TESTING PHASE



LAUNCH SOFTWARE



## BROADCAST SOFTWARE

The power of our solutions is underpinned by our Fully Inclusive Enterprise Grade software suite which enables you to control and manage all of your broadcast displays regardless of size and location from one cloud based platform. This equips head office to control regionally, nationally and even internationally and through the intuitive interface and micro-management options you can push content across your entire network or down to an individual screen all at the touch of a button.



# TOPAZ CONTENT MANAGEMENT SYSTEM (CMS)

- Manage your content through our **cloud based** content management system from **anywhere in the world**.
- User control enables you to **manage your users** & control who in your organisation has access to update specific areas.
- Clients are issued with a username and password for our **secure web portal**, where they can **upload their content** at the click of a button which is stored on our **secure server**.
- Utilize **zoned templates** to present your videos, images, scrolling text messages, web pages and live RSS feeds.
- Create multiple playlists to determine exactly when the **relevant content** is displayed.
- Update your screens **individually** or in **groups**, **manually** or **automatically** depending on your requirements.



## CREATE CUSTOM LAYOUTS

Choose from one of the pre-designed templates or create your own layouts using zones such as video, images, text, web pages, weather and more!

This allows you to deliver targeted content and display your messages exactly how you want to!



## POPULATE YOUR LAYOUT

Upload your images and videos and simply drag and drop into your created zones to create your playlist!

Text zones can also be populated through linking to external RSS feeds or custom messaging – ensuring your messages are targeted as well as informative!



## UPDATE YOUR SCREEN FROM ANYWHERE

Content can be uploaded and managed from anywhere in the world via our secure web portal. Simply log in, upload your images and videos to our secure server and send them directly to your screens.

## ENTERPRISE GRADE SOFTWARE SOLUTION WITH NO RECURRING COSTS!

- Manage Users & their access rights
- Organizational tree allows easy management of large networks
- Full accountability with reporting tools built in
- All updates included for life of display



**CONTACT US FOR FURTHER INFORMATION AND PRICING**

**[WWW.TOPAZDIGITAL.COM](http://WWW.TOPAZDIGITAL.COM)**

