



With retail markets becoming more competitive and costs becoming more expensive, digital signage has become the go-to means for retailers to communicate with and advertise to their customers. Instead of making large, recurring investment in static print ads, POS display installations, material wear and personnel time, a small initial investment in a UCView Digital Signage Solution network gives you greater flexibility and control over content and expense. Spend your money on product, not exposure.

With its brightly lit screen and eye-popping graphics, digital signage make a more dramatic and professional impression than print media and delivers interactive live content. UCView can help provide expansion of your retail establishment into a world of new directions.

- Improve profits by promoting your highest margin products at check out and pointing customers to the products' location.
- Interlace relevant information on your products or services where they reside, influencing customers to purchase when the product is right in front of them.

- Using carefully created content, make the product you want to sell more tempting to consumers for a quick impulse buy.
- Post a calendar of upcoming sales and special promotions.
- Quickly change promotions to take advantage of unexpected opportunities without the fuss and expense of new print media. As the importance of campaigned items change according to season, promotion or trend you can schedule different ads to display in every monitor or the same ad in all monitors.
- Use campaign playlists to change up campaigns by schedule, location or both.
- Use a PowerPoint presentation or Flash media file to deliver messages and other product usage to customers. The UCView system accepts multiple image and audio formats as well.
- Eliminate the traditional costs associated with multiple advertising campaigns and still create unique market focus for each outlet or each region.
- Sell advertising space to vendors and related third parties, recouping your investment faster and creating opportunities for future revenue flow. Place signage where these vendors' product is located for instant recognition by consumers.

