

Digital Signage Solution For Retail Stores

TURN VISITORS INTO CUSTOMERS



With rising costs and more competition, retailers are learning that digital signage is the go-to way to communicate with and advertise to their customers. Instead of making large, recurring investment in static print ads, point-of-sale (POS) displays - along with their associated physical wear and personnel time), a small initial investment in a UCView Digital Signage solution gives you greater content control and flexibility for less total cost of operation (TCO). Bright screens, eye-popping graphics and dynamic content makes the UCView digital signage system more dramatic and effective than print media, and gives you many options to easily improve and expand your content.

[LINK](#)

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ADVANTAGES OF USING DIGITAL SIGNAGE OVER STATIC SIGNS

Spend your money on products, not exposure



IMPROVE PROFIT MARGINS

Improve profits by promoting and pointing your customers to your highest-margin products.



PROVIDE MORE PRODUCT INFO

Get your customers to purchase more by showing relevant information about your products or services at the point of selection, when the products are right in front of them.



GENERATE MORE IMPULSE BUYING

Use carefully created content to generate more impulse buying.



NOTIFY CUSTOMERS OF UPCOMING SALES

Post calendars of upcoming sales and special promotions.



CHANGE ADS ON THE FLY

Quickly change promotions to take advantage of unexpected opportunities without the fuss, expense and time lag of making new print media. Schedule seasonal, holiday and other date-sensitive promotions and advertising for one monitor or your whole network.



REACH THE RIGHT AUDIENCE

Use digital signage "playlists" to tailor your content by schedule, location or both.

[LINK](#)

