Technologies For Retail

Digital Meets Physical Part 2 of 3

The adoption of digital technologies - mobile platforms and applications, cloud based software services, social media, analytics and internet of things - is creating a significant impact on businesses and how they engage with their customers. These technologies are creating dramatic new opportunities for the retail business to entice, engage, interact with and service their customers.

With the adoption of new technologies, customer requirements and habits are changing. The customers demand the convenience of internet based services - always on, accessible anywhere, personalized content, ability to search relevant information, seek inputs from other consumers, transact at the time and place of their choice - even from the physical world of retail. New technologies enable retailers to not only provide experience consistent with that of the internet based services but also provide novel experience which exploit the unique advantages of a physical store.

In this article, we will explore how smart digital signage can enable retail industry to bring online shopping experience to stores.

Smart Digital Signage

Digital signage technology is rapidly evolving - it can provide very high resolution displays which are lighter and more flexible than earlier and at affordable price points.

- HD, Ultra HD 4K displays provide more vivid and sharper images that can provide larger than life immersive experience to customers

- Bezel-less thin displays maximize the screen real estate and allow stacking of displays to create seamless images that can occupy

- Displays can support sharp 3D images with a perception of depth that supports life like or even larger than life product images

- Displays can be inter-connected and remotely managed enabling content to be dynamically served and be made relevant to the consumers.

- The smart displays will not only show high quality images and videos but will also support interactivity with consumers through gestures and consumer's

WRAPAROUND LCD DISPLAY
Technology Demonstration

smartphones

> **Lighter, more flexible and rapidly configurable displays enable vivid, more memorable content to be displayed**

The display technologies have progressed to provide thin and light weight display panels that can be easily and rapidly mounted on walls or hung from ceilings to create the right display configuration. Further non-traditional surfaces like pillars and windows can also be used to project/ display high quality images

Displays can be linked, stacked and synchronized together to create very large display formats. The display real estate can be dramatically and rapidly reconfigured into a single large block or any number of arbitrarily sized zones in different orientation - portrait or landscape or different combinations. The display content - images and videos - can seamlessly flow across zones or project a single larger than life image or video.

Content can be collected and synced across multiple sources such as local news, weather, images from nearby locations or selected destinations. This information can be stitched together with product information, images and promotions to entice consumers to experience and stimulate product trial/ usage.

With immersive, larger than life displays, retailers can create the right ambience and product images that will appeal to consumers and encourage product sampling.

Retailers can create virtual shelves that provide significant benefits to consumers, who can now search and see more relevant products that retail business could deploy for better engagement and interaction with consumers. Unlike physical shelves, retailers can display and encourage sales of products that are not in stock in the specific store. Brand owners and retailers can also support personalisation of products by supporting more variations such as colours, sizes, packaging, add-on features which are harder to support in a physical store.

Displays can be dynamically updated based on location, day/ time to make the products more relevant to the consumers currently in the store. Further price lists/ tags can be updated and refreshed based on current promotions and discounts.

Consumers can replicate online experience by accessing product information through high impact multi-media content. Brand owners can narrate a more engaging compelling story about their products through vivid images, videos and detailed information about how the product was conceived, designed,
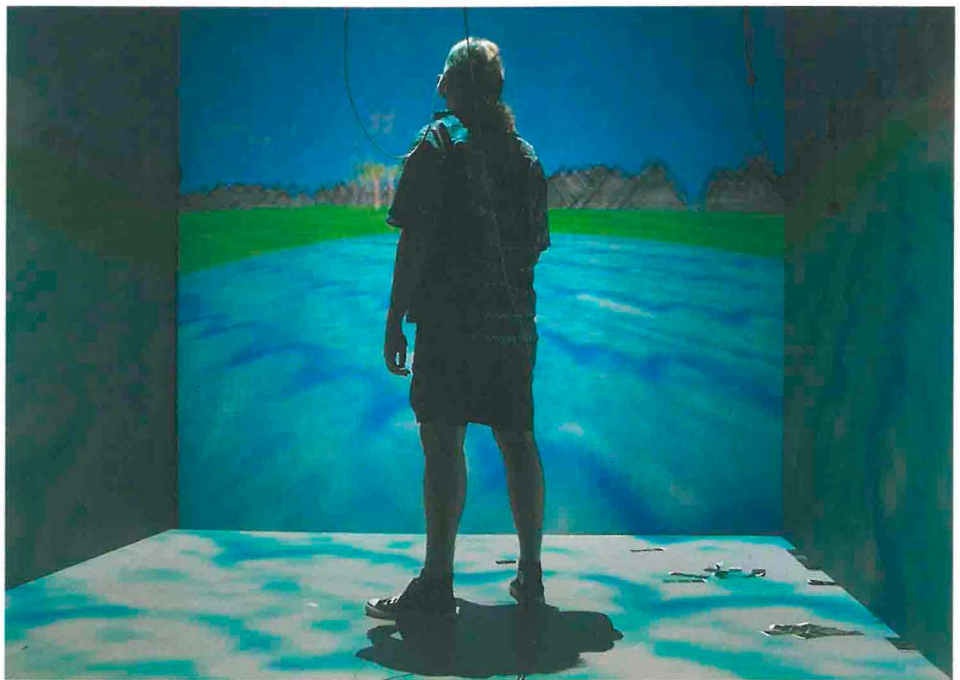
Smart Digital Signages will support virtual shelves, unlimited inventory, virtual changing rooms etc raising the consumer experience in the stores to a new level of sophistication

manufactured, shipped and serviced, creating stronger connect with consumers. This is especially important when communicating intangible benefits of organic products, eco-friendly supply chains etc.

Retailers and brand owners can dramatically improve visualization for the consumers by super-imposing/ mixing product images onto different backgrounds such as outdoors or inside buildings and even inside a specific consumer's home. This will enable consumers to experience different colours, textures, sizes of the products in the environment intended for their use.

Displays in the on-the-go environment - buses, trains, trams - can be managed at a very granular level - of physical location and temporally. This will allow brand owners to display content which is relevant at very specific locations and time of the day - for

example to display information about local services at the next approaching station.

Providing this experience brings the consumer experience closer to the online world with better personalisation, ease of search for comparable products and detailed features, while leveraging the strengths of the physical world.

Follow the URLs below to watch videos that explain and showcase these technologies.

<<www.outdu.com/digitalmeetsphysical/retail.html>>

Savvy retailers will leverage these technologies to entice, engage, interact and transact with consumers in a significantly more attractive and convenient manner. ●

G S Sridhar, President, Outdu, Bangalore