

Sensormatic Synergy Media Display



Sensormatic
by Johnson Controls

Benefits of Digital Signage in Retail



Attention Grabbing

Attention grabbing Screen- Delivers targeted messaging easily to shoppers. Adapt messages as frequently needed



Welcoming

Draw shoppers into the store while connecting with them to provide a better shopping experience



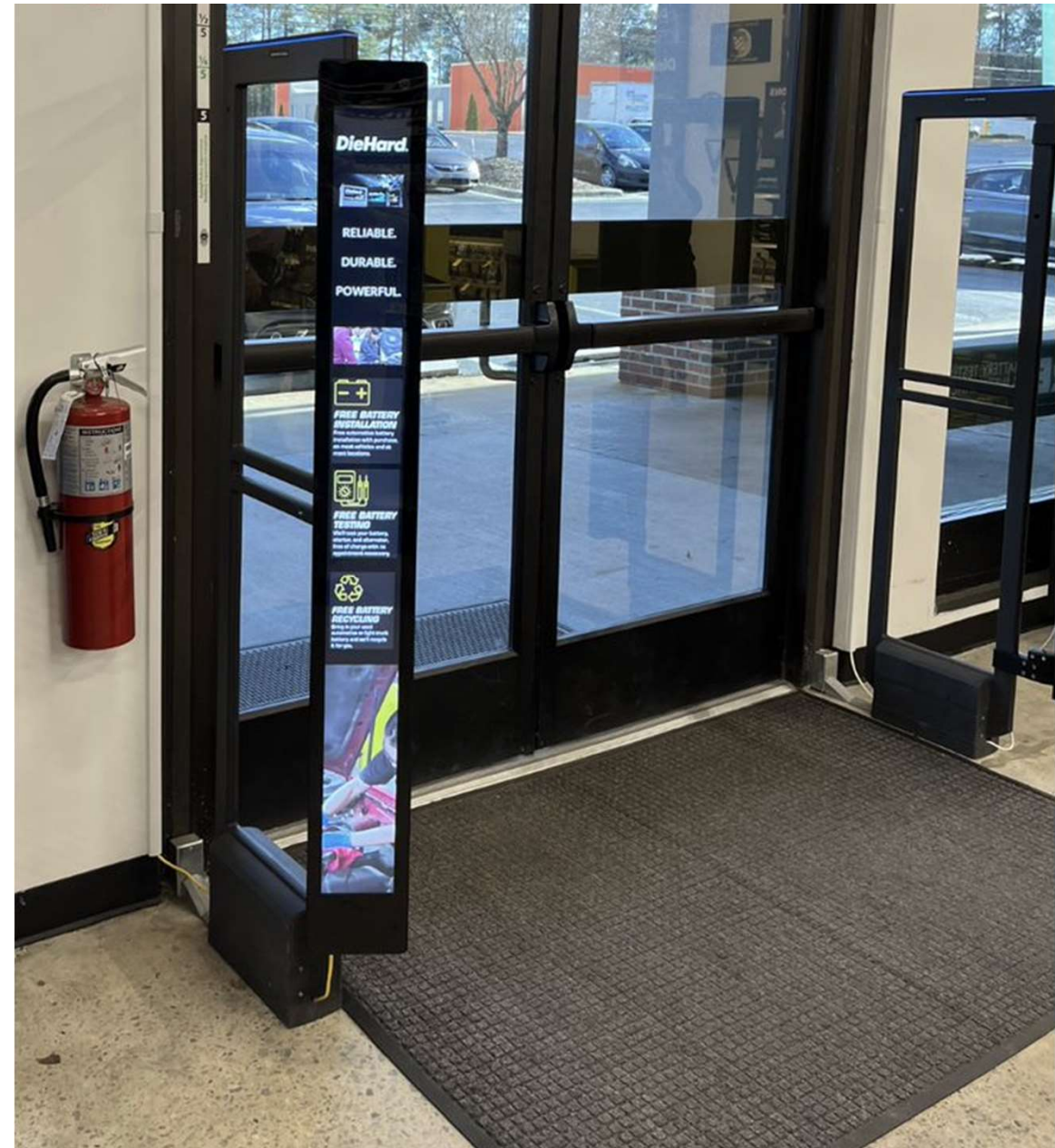
Promote

Promote specific products, seasonal items, and current discounts
Promote loyalty programs, memberships, and tiered discounts



Advertising Space

Use prime real estate to deliver store-specific messaging, e.g., help wanted, now hiring, etc. Deliver a web-like experience for add-ons and up-selling
Provide messaging for up-to-date health protocols, customer flow, and stock levels



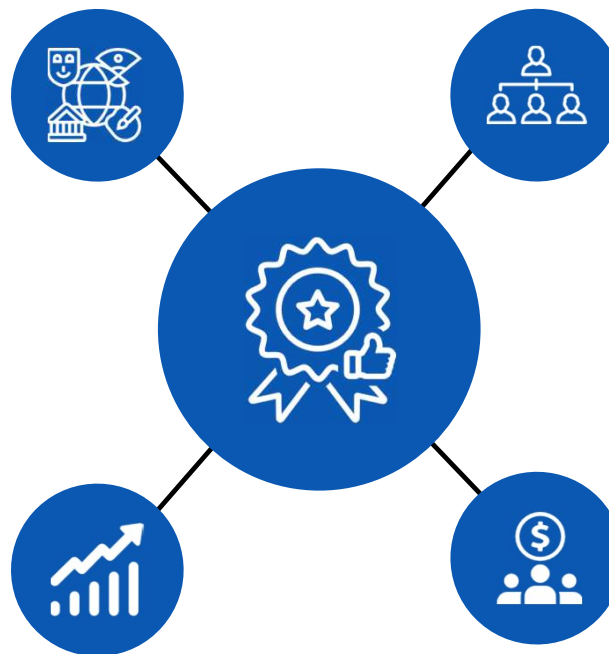
Synergy Media Display – Overview

Store Front Exposure

Enhances EAS pedestal's appearance
Easily attaches to Sensormatic Synergy loss prevention pedestals at the front of the store
Deliver target messaging at most-visible touchpoint as shoppers enter the store

Insights

Gather insights into shopper experience by utilising built-in camera in conjunction with CVA
Deter/reduce shrink by enabling PVM functionality



Prime Advertising Space

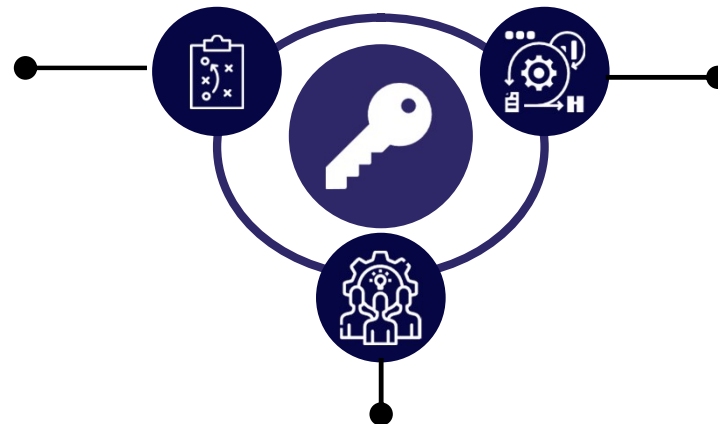
Leverage prime storefront real estate
Drive traffic, push targeted advertising and gain insights into customer behaviour via CVA (Computer Vision Analytics)
Generates additional marketing funds when this space is made available to vendors/brands

Retrofitable

Easy to install on existing pedestals
Single CAT6 PoE cable
NDAA compliant, FCC, CE, UL, NOM

Content Management Software

Capable to integrate with customer's own CMS system



Content can be pushed manually or automatically based on pre-defined schedule

Sensormatic Content Management Software(CMS) allows administrator to push content to digital displays dynamically