

Phygital Retail

Creating digital experiences for premium stores

LIVESIGNAGE



Medium Sicily bag
in leopard-print
pony hair

\$2,750

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Innovate your store with Experience Signage

What?!

Experience signage leverages **digital technologies** to create engaging and **interactive experiences** in physical spaces. **Using digital screens, sensors, and other devices**, it transforms environments like stores, museums, and offices into spaces for **unique, memorable interactions**.

Experience signage lets you present information, **promote products or services**, entertain audiences, and **gather user behavior data**. By fostering interaction and engagement, it builds **emotional connections** and enhances the **overall customer experience**.

Experience signage is a transformative **communication strategy** that turns physical spaces into **hubs of digital interaction**.

With one software, endless possibilities

How?!

Livesignage is a powerful **digital signage** solution that simplifies content management across displays, totems, and kiosks.

Easily **add photos, videos, and text to digital displays** in your store.

And so much more.

LIVESIGNAGE

- **Livesignage is automatic:**
seamlessly integrate data from social networks with your product catalog.
- **Livesignage is user-friendly:**
enjoy an intuitive interface and pre-set templates that simplify content updates
- **Livesignage is open:**
connect to any IoT source or sensor to manage displays, triggers, and more

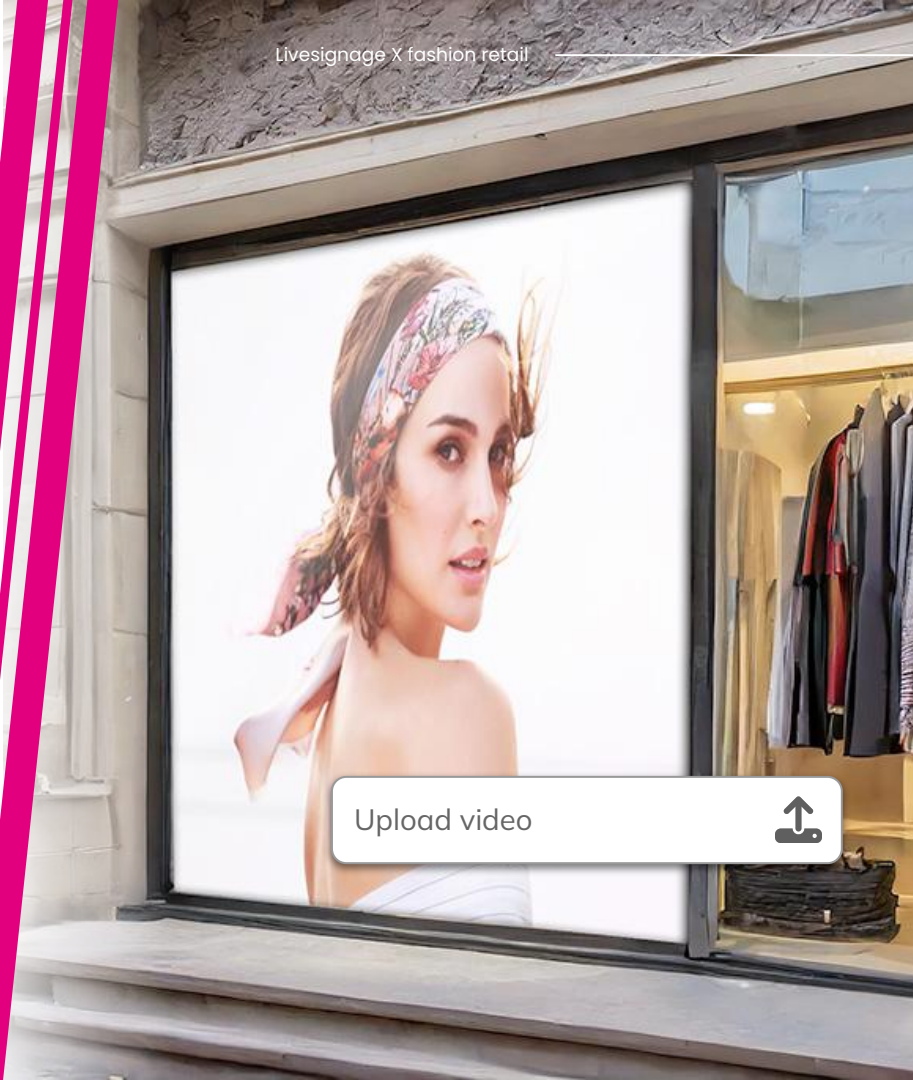
Insert images, photos, and videos easily

With Livesignage, you can create stunning visual displays of **videos and images on both internal screens and external LEDs**, delivering an exceptional visual experience for any store environment.

Thanks to its intuitive interface and extensive range of **additional apps**, you can easily **synchronize displays**, play out-of-format videos, or **switch videos across multiple screens** simultaneously with a single click.

We recommend selecting the optimal position and adjusting display settings to create an immersive and impactful experience.

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RECOMMENDED PRODUCTS

from online store

← BACK TO THE MIRROR



Orologio c

\$11

\$5



Small Sicily Bag

in Dauphine

calfskin

with scarf

\$ 625

SEE MORE >



Black and white

calfskin

with scarf

\$ 625

SEE MORE >



YOUR SMARTPHONE

CAVEAU

shop exclusive items



Small Sicily Bag
in Dauphine calfskin
with scarf

\$ 625

SEE MORE >



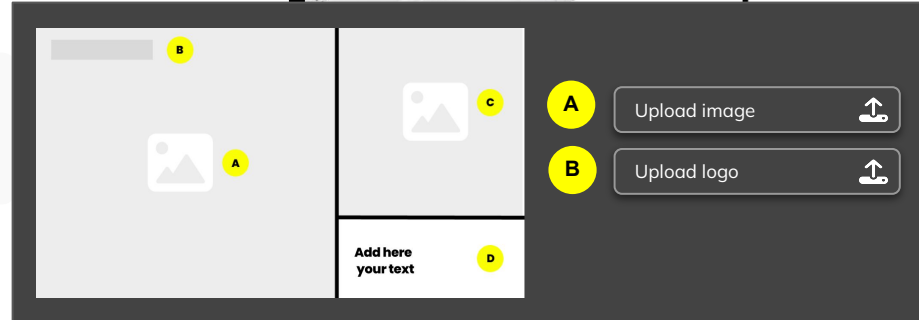
SHOP ON YOUR SMARTPHONE

Promote your products with our templates

Promoting your products has always been challenging!
Connect your product catalog and use our **animated templates** to promote them attractively

Our team specializes in **proximity marketing**, crafting custom graphic and animated designs tailored to **your brand**.

Every graphic design is crafted to deliver an optimal visitor experience, tailored to the specific context and environment.



MISS DIOR



MISS DIOR
EAU DE PARFUM

Note floreali e fresche



MISS DIOR
BOUQUET
FOR YOU

Note floreali e sensuali.
Flacone personalizzabile



MISS DIOR
ABSOLUTELY
BLOOMING

Note floreali e sensuali

18:32



EDIZIONE LIMITATA
BOBBY

Note floreali e fresche
Flacone da collezione





LONDON

Oxford street

MANCHESTER

Arndale Shopping Centre

OXFORD

Bicester Village

Down jackets and coats

CLASSIC COAT

\$ 45,99 ~~\$ 69,99~~Similar product:
long coat with buttonsScan the QR Code
and read moreInquadra il QR Code
e acquista l'articolo!

JR PRODUCTIONS

Scan the QR Code
and buy this item

SNEAKERS

#stile
#urban
#sneakers

www.sneakers.com

\$ 79

Our products



JACKETS

-30 %

Scan the QR Code
and read moreNew entry nella mia scarpiera! Total
white #sneakers #Style 🤩

Aggiungi un tocco di colore al tuo

Long dress with slit

FLOREAL

Cotton dress with front slit
on the leg. Floral pattern,
perfect for a summer eveningScan the QR Code
and buy this item

▶ zalando lookbook

Look
Carnaby St.

This outfit:

Cotton shirt
Ralph LaurenSlim trousers
Levi'sLeather boot
CultScan the QR Code
and buy this item

Best sellers

Ray-Ban

AVIATOR

Aviator classic

-25% \$ 250,00

\$ 160,00



INSIDE THE STORE

Interact with the products and discover the details

Enhance the shopping experience with picking sensors for personalized and engaging interactions.

This cutting-edge technology seamlessly **links your products to in-store displays**. When a customer picks up an item, nearby **displays respond instantly**, providing **additional details**, pairing suggestions, or even demo videos.

This seamless **interaction between product and display** delivers a personalized shopping journey, **enhancing the customer experience** and boosting conversion rates.





Content varies
by product

Sensor

Sensor

Sensor



INSIDE THE STORE

Real-time personalized displays

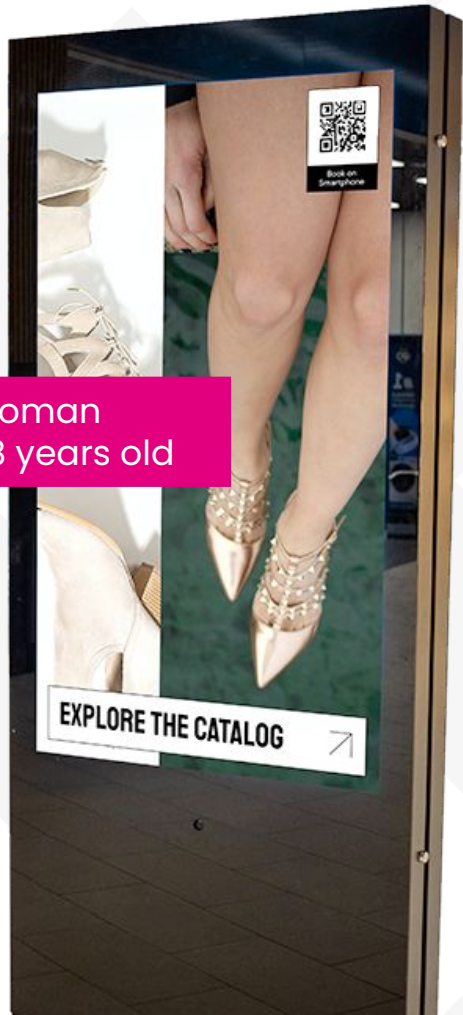
Transform the shopping experience with presence sensors for real-time personalization!

- Deliver **tailored content and promotions** aligned with user preferences and behaviors
- Position displays and totems strategically in **high-traffic areas**
- Adjust display **brightness and volume** based on the audience and time of day.

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Woman
38 years old



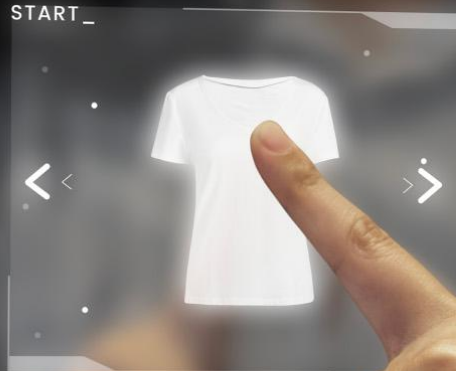
Woman
38 years old



INSIDE THE STORE

Customized touch experiences

From gaming to an **interactive product catalog**, our team designs **dynamic touch interfaces tailored to your store** and **customized** for every audience type.



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Strawberry Cheese Cake

Kcal	1,933
Carbohydrates	40g
Sugar	40g
Protein	8g
Fat	13g
Cholesterol	20mg
Sodium	236mg
Potassium	0mg



Mocha Cake

Kcal	1,620
Carbohydrates	60
Sugar	56
Protein	8g
Fat	58g
Cholesterol	160mg
Sodium	460mg
Potassium	0mg

Blueberry Cake

Caramel Cake



See an example

IN THE WINDOW

Customers become protagonists

Users interact seamlessly with displays using simple **gestures or body movements**

- **Virtual product simulation**

Allow customers to 'try on' clothes or accessories virtually, directly on the display

- **Games and quizzes**

Encourage product exploration through interactive games and quizzes.

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Transparent LED
window



See an
example

Continue communication outside the store

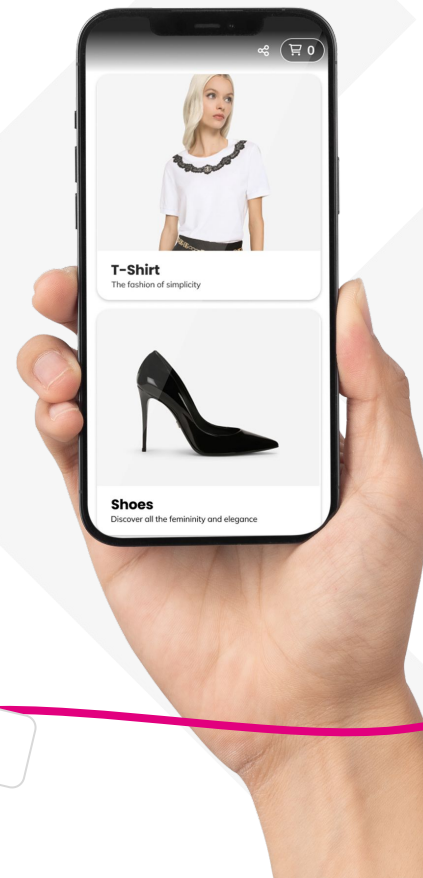
Access content and interact directly from your smartphone anytime, anywhere, without hassle or extra settings.

Customers can shop seamlessly anytime, anywhere.

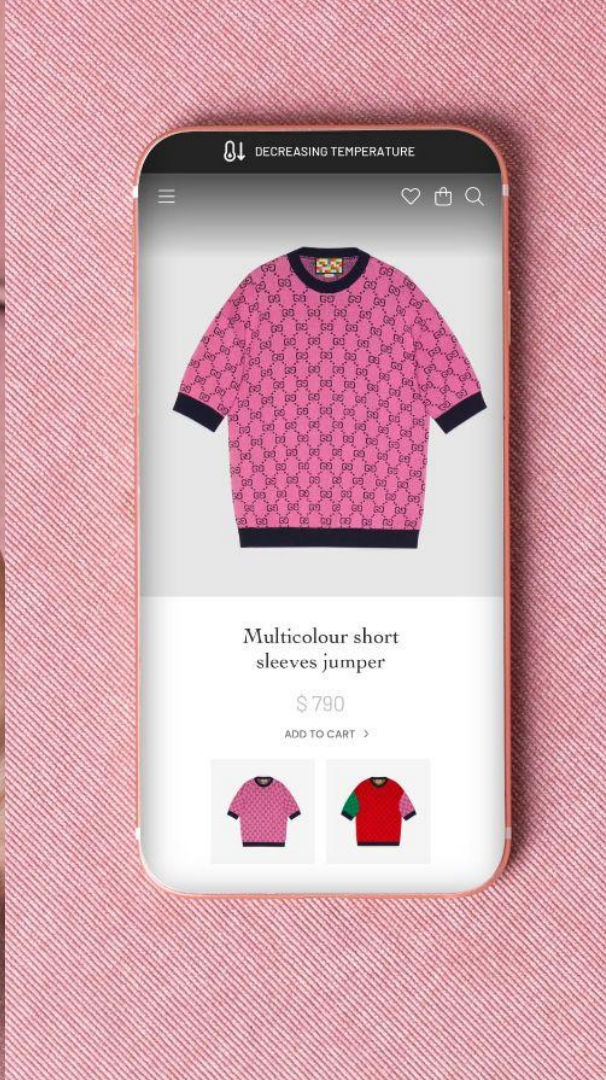
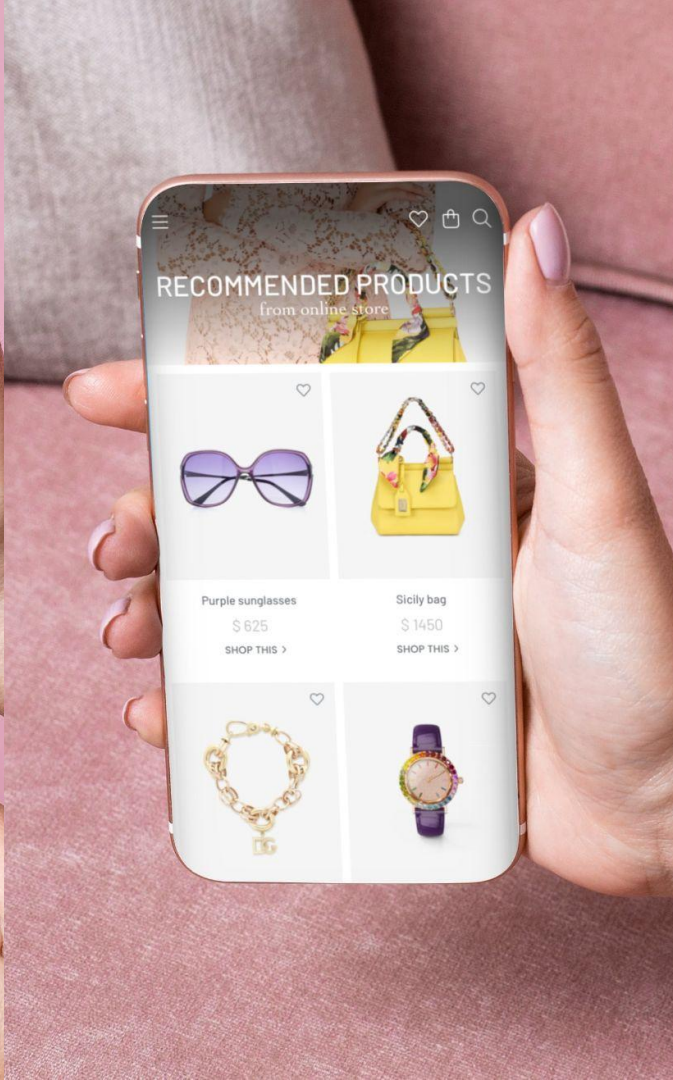
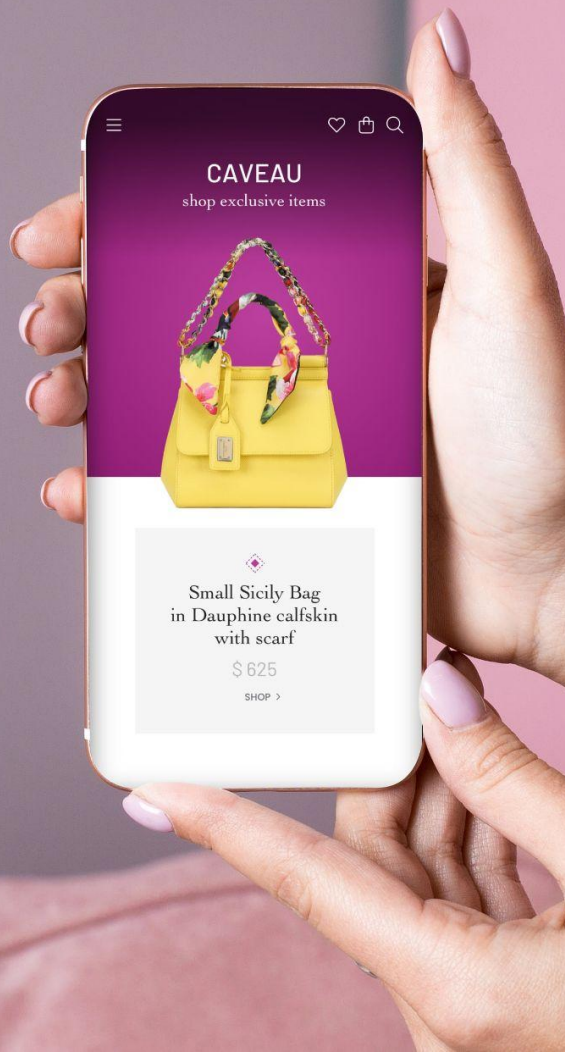
QR codes on displays or in-store allow content to be easily transferred to their smartphones.

Additional **relevant information** will also be available.

Download PDFs, complete forms, or access the product catalog directly from your smartphone with ease.



More info



LIVESIGNAGE

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