

LIVESIGNAGE X Large-scale Retail Trade



AUTOMATION, IMMERSION, INTERACTION

Unconventional Digital Signage



- **Artificial Intelligence**

We convey the most effective content at the right time in the most relevant place

- **Customer experience**

We use cameras and sensors to create phygital experiences that drive engagement and conversions

- **Mobile APP**

We design mobile solutions to maximize user interaction and conversion rates

- **Support**

We provide the best solutions tailored to your proximity marketing needs



Fuji Apple

Lane #2

CATEGORY
Fruit
and vegetables

SECTOR
Plant products in their
natural or processed
state



Nutritional properties

The Fuji apple provides 70 calories per 100 g. It contains mostly water and sugars, and a good amount of fiber. Among the vitamins, C and those of the B group, including folic acid, are well present, while among the mineral salts we remember good quantities of potassium, zinc, phosphorus, calcium and iron.

Similar products



Golden Apple



Starling Apple



Crabby Smith Apple



Royal Gala Apple



Jonagold Apple

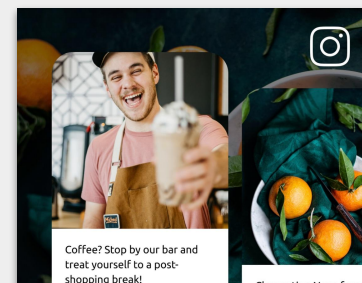
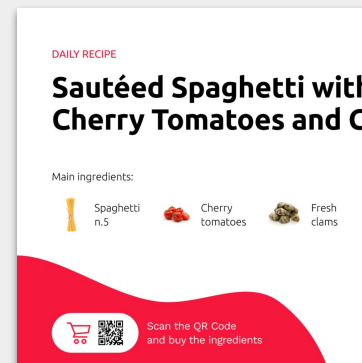
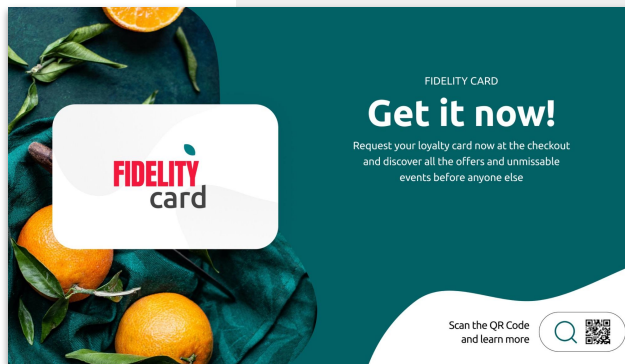
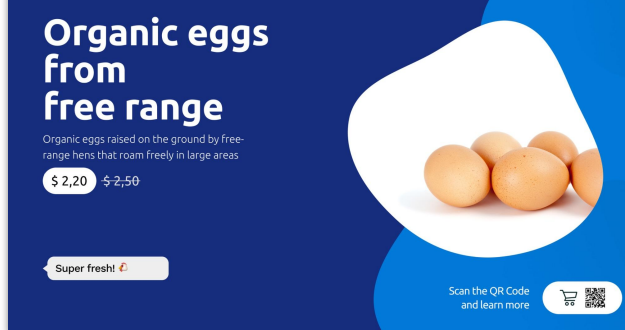


Topaz Apple

Easy and immediate communication

Create your content quickly and get inspired by animated templates

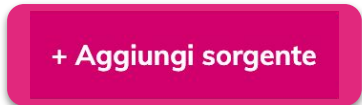
- Access **over 300 templates** that you can easily customize
- **Plan content** for single or grouped displays
- **Preview your playlists** on your smartphone.
- **Divide the display** into **multiple zones** to enhance content visibility
- **Customize** and manage access for each user in your company with back-office permissions



Up-to-date content

Connect your channels to Livesignage and forget about manual updates

- **Automate** the update process by connecting Livesignage to any source
- **Publish photos** and **reels** from the Instagram community
- Show brand updates from **X**, **Facebook** or **LinkedIn**
- Connect to **your RSS feed** to publish real-time news about your business
- Show videos from **Vimeo** or **Youtube**
- Add your private source with **maximum security**



FIDELITY CARD

Get it now!

Request your loyalty card now at the checkout and discover all the offers and unmissable events before anyone else

Scan the QR Code
and learn more



Inside

Online

+ 300 scans



Warning: The **Cashier B** display has been offline for more than two minutes



Window

Online

+ 200 scans

DEAL OF THE DAY

Mandarins

Prodotto stagionale proveniente dalle coltivazioni del Sud Italia

1kg

\$ 2,49 \$ 3,49



Tarts with mandarin
cream
@francescakitchen

Scan the QR Code
and buy this item



Manage your displays from anywhere

With Livesignage, you can control displays, totems, LEDs, and hardware directly from the cloud

- View the **display status**
- **Check-in in real-time** what content is shown on each display
- Set **automatic on and off-timers**
- **Livesignage alerts you** when there is an **anomaly** on one of your displays
- **Rotate content** whenever you want
- Each display is geolocated for 360° monitoring

←
Infusions
Tea
Biscuits

All offers are valid until
2024-11-15.



Eliminate queues in the department

Through **displays** and **touch kiosks**, you can make your services more efficient

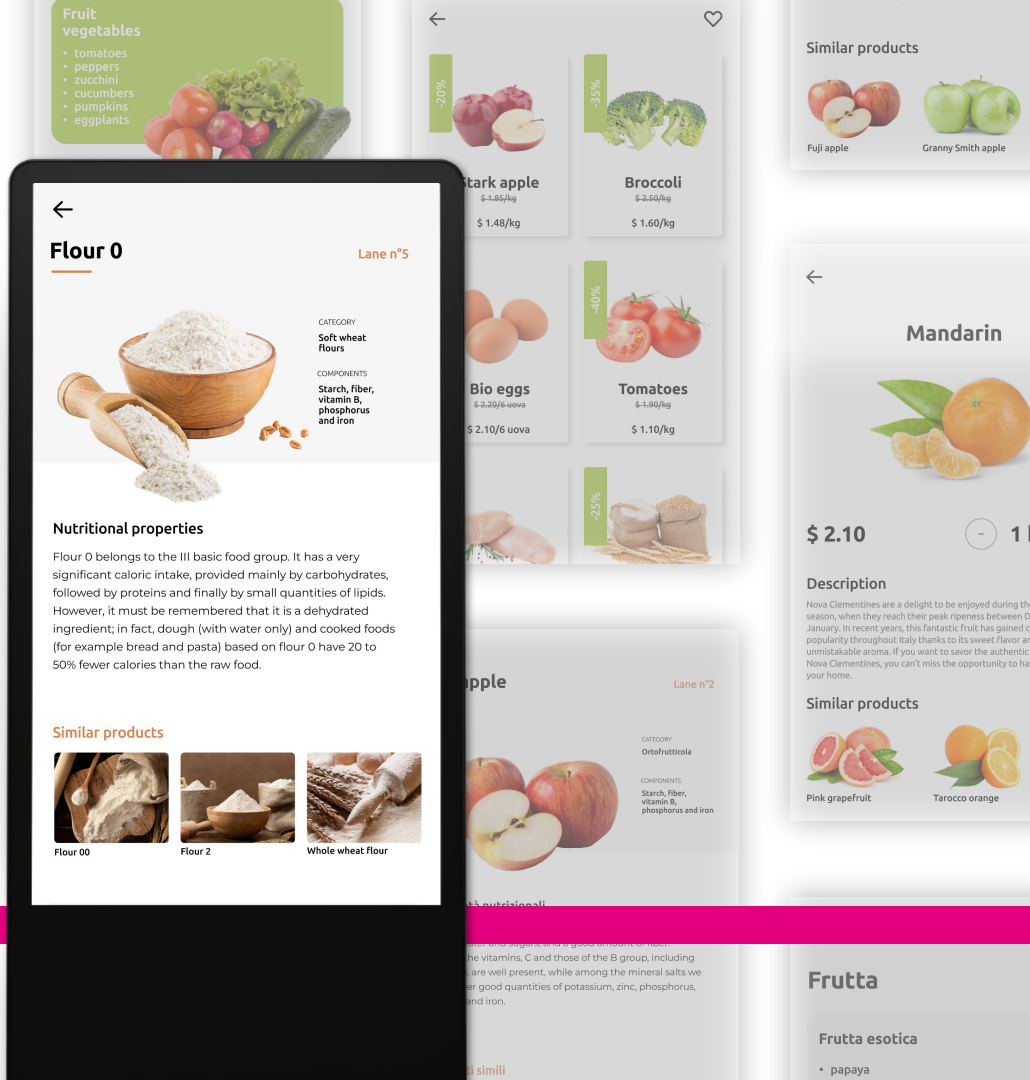
- Use a part of the touch screen to add **personalized experiences**
- **Divide displays into zones** to show the progress of the queue, promotions, and communications
- Use **IoT buttons** to guide the queue and change the content of the displays



We create personalized touch experiences

Enhance user interaction on touch devices

- Create **personalized navigation experiences**
- **Connect your information systems** to distribute information on the most relevant products.
- Insert **interactive games**
- Automate your internal processes



The right content for the surrounding environment

Leverage Artificial Intelligence by adding **IoT devices** and **sensors**

- Thanks to **cameras and sensors**, Livesignage **adjusts the content** of the displays **based on the flow of people in the aisle** or at the checkout
- It is **compatible with other software** to offer a multisensory experience
- **Displays are divided into zones**, changing the content based on the number of people at the checkout

↖ The content changes based on the target



Mandarins

1 kg

\$ 2,20

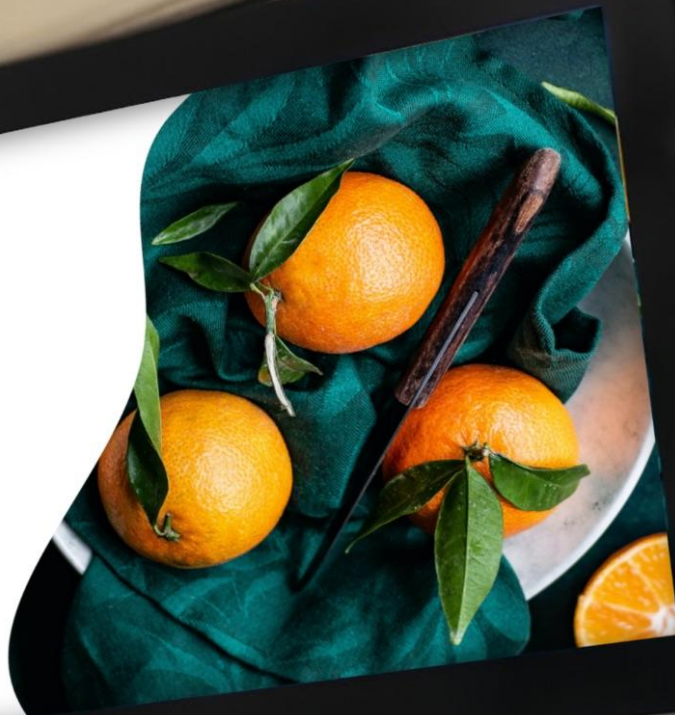
~~\$ 2,50~~



Tarts with mandarin
cream



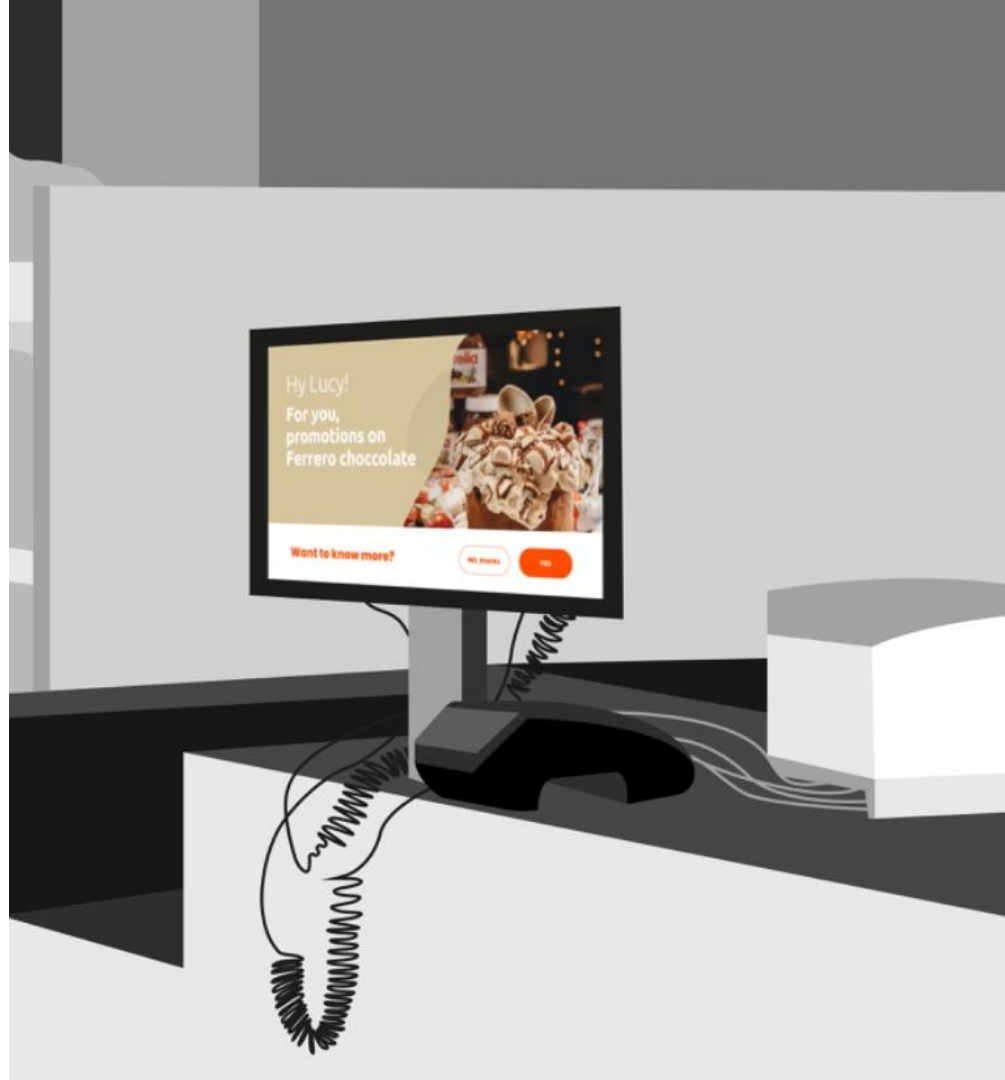
Scan the QR Code
and see the recipe

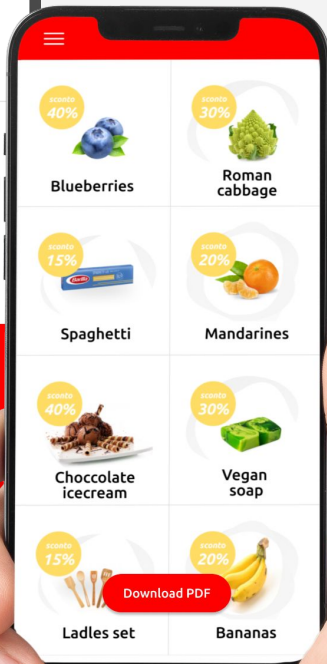
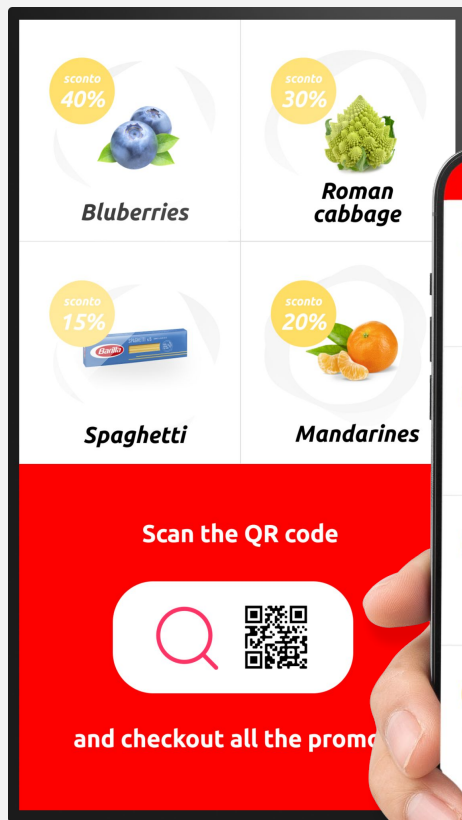


Timely and targeted communication

Show the most relevant **campaigns** for your customers

- Leverage waiting times at the **checkout** to show the promotions best suited to the current target
- Send **additional information** to the smartphone of interested customers
- **Track** customer actions
- **Connect Livesignage to your CRM** to convey content profiles





From display to smartphone

Transmit **personalized information** and convert through the smartphone

- Livesignage creates mobile touchpoints in real time
- Insert **e-commerce**, catalogs, documents, contact **forms**, and other **information**
- Every touchpoint can be accessed **without** the need for a **mobile application**

→ You can save it on your home screen!

Monitor all users actions

Control and improve your sales strategies and KPIs

- Track the **scans of each QR Code**
- Control the actions of **touch experiences**
- Verify the customer's **navigation path** on the smartphone
- Monitor **customer traffic** inside the supermarket





Bio italian mandarines

20%
discount



Mandarins
Bowl of 125g
Origin: Italy
Original price: 2,20€/kg
Discounted price: €1,75

[Learn more](#)

Promo is valid until 31st July

LIVESIGNAGE

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IG [live_signage](https://www.instagram.com/live_signage)