

# RETAIL SOLUTIONS

## Boost sales and customer satisfaction with enhanced visual merchandising and in-store experiences

Enhance your marketing efforts in-store and at the point of purchase with Popstar Networks Retail Solutions. Designed for mass-merchant/large-box, supermarket, department, convenience, and specialty stores, our digital signage software and services enable you to dynamically present content and effectively interact with customers in ways you never thought possible.

Popstar Networks Retail Solutions provide you the ability to easily manage content and campaigns, with instant updates to your product mix, pricing, or marketing messages at a moment's notice. You get total control over your digital signage network in a single store or throughout an entire chain of retail outlets, ensuring 100 percent compliance and consistency.



### RETAIL SOLUTION OFFERINGS

For today's sophisticated retailers and consumer product manufacturers, Popstar Networks Retail Solution offers:

- Digital pricing and merchandise signage
- Passive digital signage
- Interactive and self-service kiosks
- Point-of-sale integration
- Mobile and social media application integration
- Proximity and audience monitoring
- Wireless broadband connectivity via Popstar Wireless Broadband for interactive and passive digital signage

### RETAIL SOLUTION BENEFITS

Retailers and consumer product manufacturers enjoy numerous benefits from Popstar Networks Retail Solutions, including:

- Consistent branding and promotion
- Flexible content delivery
- Quick, easy content management and updates
- Manage multiple content mediums, including passive, interactive and mobile
- Segment messages by location or region as desired
- More options for signage deployment in virtually any retail location or setting, without the hassles and costs for hard-wiring
- Enhanced promotional opportunities
- Increased cross-promotion and sales

