

A photograph of two women walking through a clothing store, carrying shopping bags. The store is filled with racks of clothes and handbags. The image is dimly lit, with the text overlaid in white.

Increasing Retail Brick-and-Mortar Traffic With Innovative Digital Signage

INTRODUCTION

Today's consumers are becoming more and more accustomed to seeing digital signage in retail brick-and-mortar locations. Since customers are firmly in control of the purchase process and have numerous online options, creating a customer-centric, customer-wowing in-store environment is becoming more of a necessity rather than a luxury. The personal experience in retail stores still has much to offer, and the addition of awe-inspiring digital attractions can offer even more reasons for customers to come in to shop. The purpose of this paper is to present ideas for enhancing the retail in-store experience to fuel customer obsession via innovative digital signage.

Start your customer experience in the parking lot

Retailers are discovering the competitive advantages of using large digital signage that faces out into the mall or toward the street to connect with shoppers via striking imagery, video, promotions and more. Look for window-facing displays that provide a high brightness of 2,500 nits with local dimming to ensure clear, vivid images even in direct sunlight. Another key feature to look for is integrated **Beacon and Bluetooth Low Energy (BLE) support**,

which expands marketing, branding and loyalty options for retailers that have a mobile app for their customers. With this technology, customers can receive customized content to their smartphones, such as a greeting, coupon, product information or call to action. **Beacons also create the ability to interrupt digital signage content running on a nearby display and show personalized messaging to the customer.**



Immerse in-store customers with revolutionary OLED technology

Imagine paper-thin, dual-sided displays that deliver perfect blacks and incredible color even from wide viewing angles, like no other display can. Then imagine the displays tiled into wavy floor-standing shapes or used to create magnificent archways and tunnels of breathtaking imagery, right in your store. This is the innovative new OLED display technology and it is changing everything retailers know about digital signage. Ushering in a new premium standard, commercial OLEDs feature the unrivaled picture quality that customers recognize from state-of-the-art consumer OLED televisions. And it's now available to retailers seeking high-end display solutions that offer a truly immersive consumer experience unlike anything they've ever seen.

Perfect Black

With OLED, each of the screen's eight million self-lighting pixels can be totally shut off when reproducing black. That means black rendered by OLED is up to 200 times deeper than the black of an LCD panel, creating an infinite contrast ratio and bringing colors to life like never before possible.

Dual-View OLED displays can create beautifully curved designs using slim tiles to form customizable displays that link two, three or four tiles together. With a dual-sided view the displays look like actual artwork in the store environment, capturing customer attention and imagination effortlessly while providing retailers an efficient way to utilize their space—the displays can be installed via ceiling suspension, wall mount or floor stand. What's more, high-performance system-on-a-chip (SoC) and internal memory enable perfect Ultra HD-synced playback without the need for PCs or media players.



65-Inch Dual-View Curved Tiling OLED Display

55-Inch Dual-View Flat OLED Display

Create quick-change mannequins and live pillars with stretched displays



There's only so much that can be done with a mannequin, or group of mannequins, in a window or inside the store. But what if those mannequins could change their own outfits in the blink of an eye throughout the day? This is just one of the ways today's new Ultra HD Stretch displays with In-Plane Switching (IPS) screen technology can be used to grab customer attention. The unique size and 58:9 aspect ratio allows one or more stretch displays to be used in place of mannequins, or even alongside them to create an ambience or scene. Content can be rotated to change outfits, genders and theme-related imagery to coincide with seasons, activities, promotions and much more.

Stretch displays can also be placed on retail pillars to bring the pillars to life. Customers would be immediately attracted to the seven feet of dynamic imagery, as the display turns an ordinary pillar into a moving showpiece. And if the application is sensor-driven, approaching customers could activate video content where a spokesperson talks to them and makes purchase suggestions. Take it a step further and add facial recognition software to enable gender-targeted messaging, and you'd have an amazing display of marketing intelligence.



58:9

Dazzle customers with incredible 4K detail

The larger the display, the more important it is to have 4K capability. Higher resolutions mean that the image has more detail, so with 4K's 8.29 million pixels compared to Full HD 1080p's 2.07 million, 4K displays are able to show greater details that become noticeable on larger screens. Customers will perceive elements such as logo treatments, smoother curved lines and other important branding elements and aesthetics. Combine that with 4K's wider range of colors and it's a huge opportunity for retailers that want big displays with bright colors and engaging visuals to make their branding and product details pop like crazy.

A 4K display also makes it possible for customers to be closer to a big screen without noticing any of the pixels that make up the image. With a 98-inch Full HD 1080p display, for example, people would need to be at least 13 feet away before the pixels would disappear. But with a 98-inch 4K display they could be as close as seven feet. So with 4K, you could have a much larger display, even a video wall, in a smaller space without sacrificing the visual experience.

It's important to note, however, that it's not enough to simply purchase a 4K display. Your entire content chain will need to support 4K video. Products designed for use with 4K content must also support HEVC (High Efficiency Video Coding), the new H.265 encoding/decoding standard, which compresses 4K video signals so they don't overwhelm the network.

Also keep in mind that taking Full HD 1080p content and streaming it in 4K will either result in graphics that are way too small, or expanded and distorted. Therefore the content created for previous displays will need to be modified.

Create an amazing display of awe with massive 4K video walls.

Retail stores are taking advantage of the excitement and benefits of using large, dazzling 4K video walls for branding and marketing imagery and content. A video wall is a configuration of usually four or more individual LCD/LED screens placed together to create an impressively large video image. In recent years technology



improvements and engineering breakthroughs have allowed thinner bezels in video walls, creating a nearly seamless look. For an effective video wall in retail, choose a display provider with the most advanced, thin and ultra-thin bezel designs (as little as 1.8mm) and IPS screen technology for best-in-class viewing.

Setup and calibration are critical for video walls. Since a video wall is a configuration of individual displays, those displays must be calibrated to show a consistent, uniform image across the wall. This means not only maintaining the brightness uniformly across the screens, but also keeping the edges of each display as bright as the center of each display. You don't want a video wall that includes a panoramic scene of a crystal blue sky but has one off-color greenish display right in the middle. The solution is to choose a video wall/display manufacturer that not only provides reliable factory calibration, but also offers a fast, easy-to-use onsite calibration system.

Even small displays can make big sales

Compact 10-inch touch screen displays with built-in Wi-Fi and Beacon and BLE support can be used in a wide range of POP (point-of-purchase) areas, such as a price tag on shelves, near cashiers or even as a notification board in business spaces.



Use them to upsell/cross sell and provide quick coupons for fast smiles, as the interactive functionality creates an informative and lively user experience.

webOS

A 22-inch touch screen model with webOS platform is also available and can be strategically placed on a wall to enable customer interaction near a specific product.

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“I can’t tell you the exact future of retail, but I can point you to the person who has that answer: **your customer.**”

Jim Roddy, President, Innovative Retail Technologies

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CONCLUSION

It's in our nature to judge things based on their appearance, and first impressions play a powerful role. That's great news for retail brick and mortar locations because the latest innovations in digital signage have evolved the technology to such an extent that it can now be used to excite, amaze and enthrall customers—and most importantly, keep them coming back. To create an innovative environment for your customers you'll need to partner with an innovative commercial display manufacturer like LG, the global leader in commercial displays that offers all the technologies described in this paper.

To learn more about this and other LG large-format displays, [click here](#) or [contact us](#) today.



[See LG OLED in action at Korea's Incheon International Airport and N Seoul Tower.](#)

ABOUT LG COMMERCIAL DISPLAYS

From the storefront window to the point of sale, LG commercial displays can enhance the customer experience while improving ROI. LG has the expertise to develop a public display network that replaces traditional static signage to give you content management control and flexibility. Full HD and 4K content such as dynamic POP (Point of Purchase) advertising, branding videos and interactive graphic interfaces will instantly become the center of attention to achieve the direct impact you want.