



Small format displays
make a BIG impact.



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INTRODUCTION

Smart technology permeates society. Digital devices enhance nearly every aspect of our daily lives and, as such, we have become quite comfortable with them. Effective use of smart technologies is essential for business such as retail, casual dining, hospitality, healthcare, education and public venues. As companies strive to stay in touch with their customer's they need to understand behavior and respond to personalized needs in order to build trust and loyalty.

The ability for businesses to manage their brand and control messaging is critical. To accomplish this, they are looking for innovation. Small format displays and tablets can accomplish this. Models that run digital signage are powerful and visually engaging tools that communicate with consumers in an engaging, familiar manner. Digital signs allow communication that is flexible and adaptable, providing unlimited, dynamic customization, with complete in-house creative and logistics control.

The widely accepted adoption of smart technology, and the recent improvements in product performance, availability, and connectivity, equal a strong ROI for verticals on their one-time investment in small format displays and tablets.

This eBook will outline how the technology of small format displays and tablets provide outstanding customer engagement compared with other conventional means. You will find out why they are here to stay, how they will be used and how they can benefit your company.



CUSTOMER ENGAGEMENT

Today's consumers demand fast, easy, and accurate access to information on the products and services they desire. People gather information and do research using multiple sources in order to make informed purchasing decisions. As such, single consumer touch-points no longer apply, and successful brands understand that ubiquitous customer engagement requires on-going, integrated and seamless interaction. To maximize brand equity, investment in technology to make this happen is key, companies that don't are likely to be left behind.

For many consumers, the smartphone has become a powerful information gathering and shopping tool. Small format displays and tablets (defined as 10" to 22") employed at point-of-purchase can close the feedback loop and provide more knowledge. An engaged and knowledgeable customer is a powerful ally, allowing them to make even smarter buying decisions. Personal

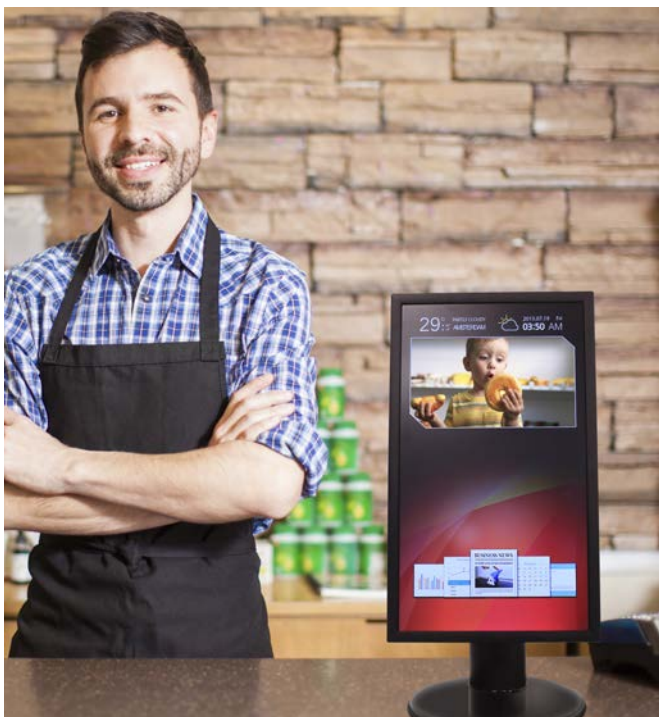
interaction is not reduced; it is enhanced. Important features, specs, promotions, and suggested add-on products, are easily and effectively communicated, and the ability to order food, printout coupons, and discover additional items will simultaneously improve customer satisfaction and drive incremental sales. Fully engaged customers are apt to be more loyal.

These smaller displays are interactive and intuitive, and can be seen as a brand differentiator. Loyal customers engaging with them are more likely to talk, blog, and tweet about their experiences and the products or services they purchase and use and, more importantly, where they got them. In addition, a wealth of powerful consumer data gathered from device interaction provides businesses with critical insights and the analytics necessary to stay ahead of the competition.

CONSIDER THE PLACEMENT POSSIBILITIES

In-store Retailers, Fast Casual and Quick Service Restaurants all face similar challenges, and are constantly looking for ways to develop and maintain a relationship with their customers. Small format displays and tablets have proven to be strong tools in driving higher customer interaction, brand satisfaction and loyalty, ultimately leading to more profitable sales. These eye-catching displays grab and hold a customer's attention, insuring they get the message. Exciting, moving images, combined with the ability for customers to interact easily are key differentiators, and just two of the many reasons why companies should implement them.

As the majority of today's tech savvy consumer's use their smartphone in the shopping process, companies are developing customized apps that consumers can download, providing a seamless, 360-degree solution. As they travel from home to store, these apps connect them to small format displays that **"mirror,"** or share, an item to easily locate it. It can also suggest complimentary items to augment the purchase. **Beacons** are also an exciting feature built into small format displays, and when placed in tactical locations, they track a person's movement to display relevant products and offers, speed up check-out



Small Format and Tablets Make a Big Impact.

times, and communicate additional, personalized messages that enhance and personalize the customer engagement in the retail environment.

Whether it's product information or menu items, small format displays are dynamic and can be easily updated. Pricing and promotions can be adjusted, and feature products can be rotated or switched out, to maximize sales and profits and improve customer satisfaction.

Small format displays can also be employed to provide expanded assortments, or "infinite aisles," allowing smaller, boutique merchants and service providers to compete with larger chains and Internet outlets. By strategically locating displays, small footprint stores are able to offer their entire product assortment, and make it easy for their customers to shop and compare products. This powerful solution allows them to combine a high level of personal interaction with a broad assortment, without large investments in real estate or inventory. And most importantly, they keep the sale in their store.

Fast casual and Quick Service Restaurants have placed tablets in the hands of their servers, improving order taking accuracy and efficiency. They've also added small format displays to individual tables so diners can interact with the menu and place food orders. To reduce perceived wait times, small format displays can feature a wealth of dynamic graphic content to entertain, delight, and engage waiting customers.

Another exciting benefit from the incorporation of these devices is the ability to gather, in real-time, a wealth of important customer data and analytics that businesses crave, which can aid in better inventory management and drive better decision-making when designing promotions. This information is invaluable for companies looking to effectively market one-to-one, and will go a long way toward building brand trust and loyalty. In addition, the metadata can provide the details for SCM (Supply Chain Management) to improve delivery of the right products to the right place at the right time. This improves the ability for a company to manage inventory and hold costs down, another advantage likely to be seen by the customer in pricing or product availability.

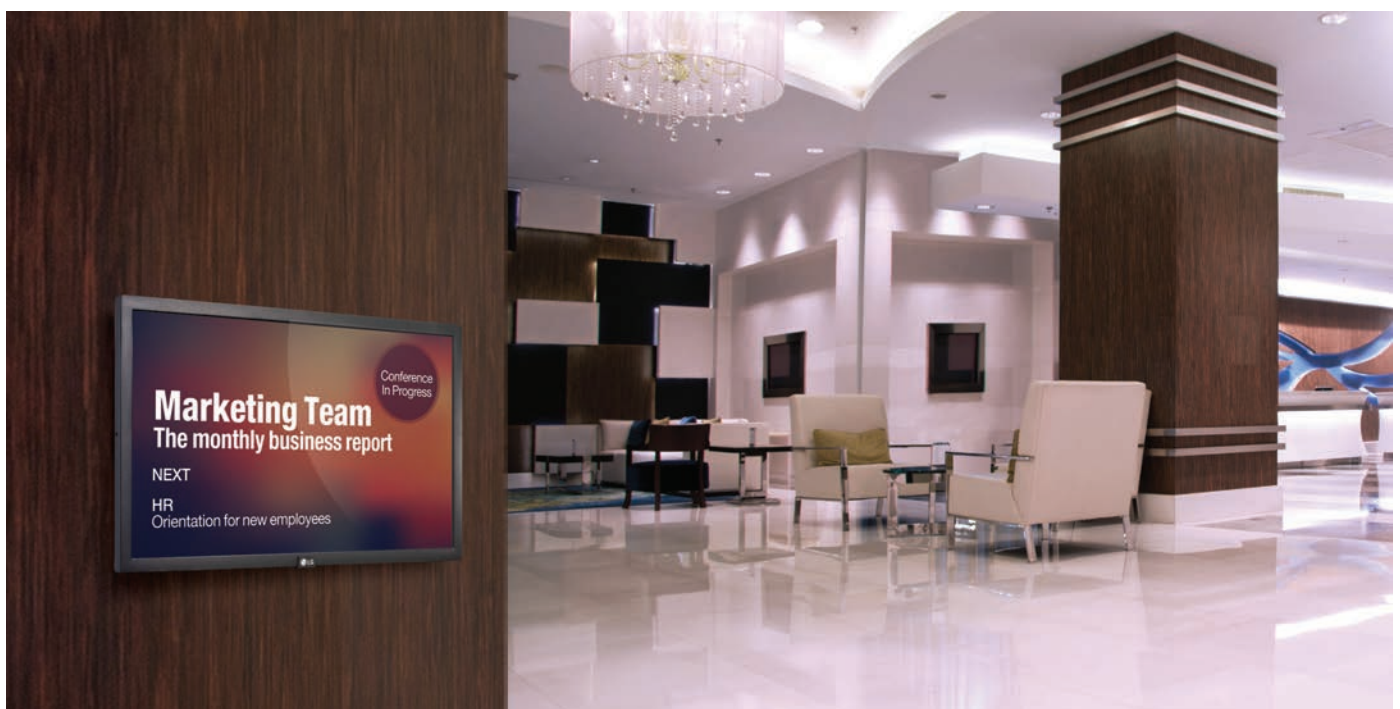
Corporate offices, college campuses, and many other public environments can benefit from the efficiency and cost savings small format displays yield when used to manage meeting, conference, or shared spaces. The displays integrate easily with popular scheduling programs, and any changes made will update throughout the system, while providing a permanent record of a room's usage. In the meeting room, displays can broadcast important messages or announcements, keeping everyone in the loop, even while they're meeting. They can also be employed to provide bright, clear wayfinding in any public building. **Power over Ethernet (PoE)** makes it easy to install the displays, and since they draw very little power, they are also environmentally friendly.

Trade Shows and Corporate Events, Shows. Corporations have also seen the strong benefits of using digital displays at tradeshows and events because they are lightweight, eye-catching, easy to set up, and update. They add excitement and color to a tradeshow booth, while simultaneously reducing the need to print/reprint/change collateral material. The cost savings and reduced environmental impact of not having to print (or reprint) information can be a key ROI consideration. With the swipe of a hand, customers can get valuable product or promotional information, or even scan the barcode (easily updatable) to link to a company's website or show promotion. These are just a few of the ways corporations can employ small digital displays and tablets to more effectively manage, store, and share information, yielding greater efficiency and an improved ROI.

The hospitality industry (Hotel, Motel, Cruise Ship, Hostel, etc) is implementing small displays to control lighting, TV, and other amenities, replace guest room keys, act as an interactive concierge desk to provide valuable information. In addition in the conventions & ballrooms they can display live updates at meeting rooms and conference centers. **Major cruise lines** have embraced them in their restaurants, spas, casinos and poolside, providing their guests with a seamless experience throughout the ship.

Large venues, stadiums and event spaces are also improving their efficiency by employing these devices to allow patrons to upgrade their upgrade seats as they arrive at the gate, or offer meal suggestions and combos at the concession stand.

The healthcare industry has wanted to embrace small displays and tablets since their introduction to the market, but security, the privacy of patient information and data were significant obstacles. The good news is that many of these issues have been addressed, allowing doctors and nurses to now use them for patient monitoring, data collection, appointment scheduling, and prescription dosage management. Pharmacies use them to interact one-on-one with consumers by displaying upcoming events such as flu shot schedules or to provide informative health information, such as how to care for a burn, reinforcing their position as a trusted advisor.



CHOOSING WISELY

It's important to choose the right small format displays and tablets to get the most from each installation. Some display manufacturers employ Wi-Fi technology and have eliminated the need for Ethernet or external media players. Wi-Fi installations are free from wires, but require separate power solutions and can be subject to potential interference.

Others use **Power over Ethernet (PoE)**, which combine network and power connectivity using just one wire. **PoE** greatly simplifies installation and increases placement options where adding a power outlet is expensive or prohibited. This highly efficient design eliminates battery life issues and free up personnel from having to remember to recharge the devices. Installation is simplified, since there is no need for electricians to install conduit and wiring, saving companies valuable time and money. This simple, efficient solution will continue to reduce the total cost of ownership (TCO) over time, a key factor when evaluating signage options.

PoE can be complimented by **Quad Core System on Chip (SoC)** and **Soft App. SoC** is a high-performance chip that can execute several tasks at the same time, and provides smooth playback while eliminating the need for an external media player. Soft App turns the tablet or small format display into a "hotspot," acting as a wireless access point for mobile devices to directly connect to the brand.

LG's intuitive **webOS** platform was designed for simple customization, easy connection and convenient management. **webOS** is an intuitive, plug-and-play solution, and eliminates the need for external media players, requiring only a network and a code for end-users to display their content.

It is important to differentiate between consumer grade and commercial-grade small format displays.

The latter are durable, built to withstand high user rates, and provide the flexibility required for smooth communication with customers and employees alike. Keep in mind that consumer-grade digital displays are usually not built to withstand the demands of commercial environments, nor are they intended to be used 24/7. They can also have shorter life spans, meaning they are more likely to require replacement sooner, which could end up



costing more in the long run. They also have limited warranties, which are actually void in a commercial environment. True commercial displays feature a 3 Year Limited warranty and are backed up by a Commercial Warranty process that understands the differences between business implementations and consumer needs. In addition, for those environments that require it, Extended and White Glove warranty upgrades are available.

Another factor to consider is picture quality, which can make or break a digital signage campaign. Commercial-grade screens offer a much wider array of brightness and color options, allowing compatibility with the wide array of hardware systems companies' use to project content. For these reasons, make certain you select commercial-grade small format displays.

A key factor in the picture quality is the underlying technology that is used. LG features **IPS technology** and as an innovator and developer of this outstanding screen technology we have years of experience ensuring that the image you or your customer wishes to convey is presented on the best screen available. The IPS features outstanding off-angle viewing, durable image when used in touch screen environment.



CONCLUSION

In conclusion, the use of Small Format Digital Signage can create a differentiation that engages your customers on a personal level by weaving together platforms and providing real-time communication. In conjunction with a strong **CMS (Content Management Software)** strategy and strong artistic and graphic content these displays improve business in a number of ways. The net result is increase satisfaction for your customers who get the information they need to make an informed choice, increased efficiencies in supply chain allowing a company to manage inventory and promotions more effectively. The ability to manage a changing message remotely, to effectively give marketing 'real-time' ability to present a message and leverage a message to meet internal needs (inventory, time-of-day promotions) with external needs (competition, customer requirements, emergent situations) makes the implementation of small format digital signage an area virtually every company can use to great advantage.

To learn more about LG's small format displays, [click here](#) or [contact us](#) today.

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