

Digital Signage Solutions
Digital communication
in real time



The benefits of digital display systems are impossible to overlook

Direct address, fast content updates, high acceptance rates, strong presence – electronic shelf labels and large-format displays help you convey focused messages to your target audiences. Our Digital Signage Solutions do even more than that. We put our technical and financial expertise to work for you in conducting comprehensive, independent analyses. So that your message gets across.

DIGITAL BILLBOARDS

In 2015, 74.1 % of respondents indicated that they had noticed advertisements on digital billboards – up from 65.3 % in 2013.

Source: DOOH trend analysis, Fachverband Außenwerbung e. V., PosterSelect Media-Agentur für Außenwerbung GmbH, 2015

INCREASED AWARENESS



Electronic Shelf Labels (ESLs): Put prices in the right light

The challenge: continuously adjusting your prices to attract customers and maximize sales revenue. Doing it manually costs you time and resources.
Our solution: Electronic Shelf Labels – customized for your individual needs.

+18 %

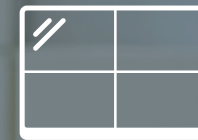
projected annual growth rate in the market for ESLs through 2018. Supermarkets, in particular, will benefit from the technology, at around 15,000 price labels per store.

SEIZE THE CHANCE

With our try-and-use model, you can discover the quality of our solutions for yourself. Technology Refresh keeps everything updated at all times. And with TESMA®, you'll have your technical and business-related data in hand as well.

Large Format Displays (LFDs): for companies who think big

Our Large Format Display solutions are the perfect framework for presenting your company to visitors and staff. We will create a comprehensive service concept, analyze your process risks, and support you throughout the entire project.



In 2016, demand for LFDs with diagonals of 70" and over increased by 85 % compared to the previous year; demand for large video-wall models was up 80 %.

Source: 2016/2017 Yearbook - Digital Signage & DOOH, invidis consulting GmbH Munich, 2016

An advertising medium's big moment

73.3

Displays per location

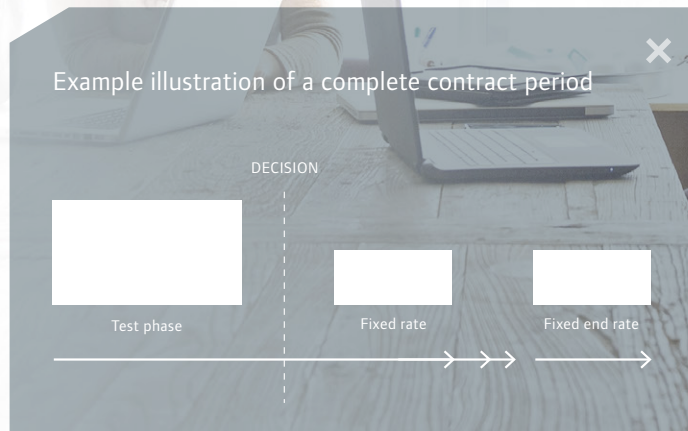
As of 2016, a total of 75,974 displays are currently in use at 1,036 electronics retail locations, which is an average of 73.3 displays per location.

Source: 2016/2017 Yearbook - Digital Signage & DOOH, invidis consulting GmbH Munich, 2016

Large-format displays draw attention to your offer. To make sure that happens, we provide comprehensive analysis that accounts for your specific requirements as well as any relevant technical or business-related factors.

Risk-free trial: our try-and-use model

With CHG-MERIDIAN, you can try LFDs and ESLs out at no obligation for a certain period of time – and then continue using them at fixed rates. That way, you'll have the security you need to optimize digital transformation of your points of sale (POS).



Always up to date: Technology Refresh

The longer LFDs and ESLs are in operation, the more frequently they require maintenance, which means progressively higher expenses. With our Technology Refresh, you'll always be using the very latest and most up-to-date equipment – even as your rates remain unchanged and your maintenance costs drop.

END-OF-LIFE PROCESS ×

We dispose of returned equipment properly, or thoroughly refurbish it and remarket it in a professional manner. eraSURE is our way of ensuring that your business data is certifiably erased from all playback and server units in accordance with international standards and specifications, such as those of the U.S. Department of Defense or the German Federal Office of Information Security.



Sophisticated complete packages with no financial risk

Our Digital Signage Solutions are a comprehensive solution, rather than isolated individual solutions, to help you utilize the advantages of digital signage securely and successfully.

