

Press Release
Lucerne 27/04/2016

Placing effective advertising digitally at the point of sale

At Venditalia, from 4-7 May 2016, screenFOODnet will be showing how digital messages can be integrated into the point of purchase. screenFOODnet will show how the side wall of a vending machine can be used as a digital communication platform at Hall 3, Stand C35 D38.

The combination of digital signage with vending machines opens up new customer activation possibilities at the point of purchase. The placement of digital advertising increases customers' attention using moving pictures, which generates additional sales and turnover. The use of optical sensors (and also cameras as an option) means that passers-by can be counted, analysed and explicitly motivated to take action. The digitalised and networked advertising space has the additional benefits that different brands and products can be published with relation to target group and location and there will no longer be any need to expend any energy on going to the location and changing posters. Further synergies such as integration into existing telemetry and networking solutions or the connection to "internet of things" devices mean that a whole variety of benefits arise as part of the digitalisation of vending machines

Modular digital signage solution for vending machines

screenFOODnet will be showing a concrete example of how digital signage can be implemented at the point of purchase at Venditalia 2016. The case example shows a modular side wall that can either be affixed to existing machines or integrated into new models. The side wall is equipped with an integrated touch display that publishes digital and interactive messages. Additionally, screenFOODnet will show how demographic data can be obtained using the built-in camera and used for analysis purposes. Furthermore, Intel's Active Management Technology (AMT) is integrated into the solution; this enables remote access to the system in order to guarantee stable operation. Networked computers can be efficiently monitored, operated and protected using AMT, which means that players can be administered across the board.

Press contact for screenFOODnet Digital Signage Retail Services AG:

Giulia Stämmer, Marketing Communication Manager
+41 41 444 21 57 / giulia.staemmer@screenfoodnet.com

About screenFOODnet Digital Signage Retail Services AG

screenFOODnet, based in Lucerne, Switzerland, has been a future-orientated provider of professional digital signage solutions since 1998. As the market leader in Switzerland, screenFOODnet offers tailored digital signage solutions for retail. Renowned companies across Europe rely on screenFOODnet as a full service provider and benefit from the many years of know-how in the implementation of their digital signage systems.

www.screenfoodnet.com