



The Retail Trend and The Booming Market for Digital Signage

# Retail Evolution



# Retail 4.0 is Coming

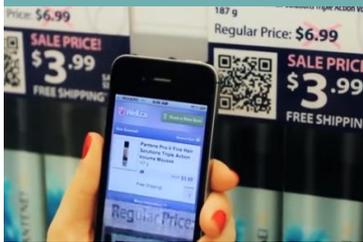
Grab shoppers' attention and influence purchasing from O2O to Omni-channel

Today, the relation between customers and retailers is in the midst of massive transformation. As modern shoppers are overwhelmed with information from various sources and demand something more personalized, unique and engaging, major retailers around the globe respond with the move from Retail 3.0 to Retail 4.0, and with the shift from O2O (Online to Offline) mode to Omni-channel mode. Also, the new technologies associated with Retail 4.0 enable the retailer merchants to create more engaging and personalized experiences that can disrupt habitual shopping routines. Especially, the brick and mortar retailers use digital media to grab shoppers' attention and influence purchasing decision to drive in-store traffic. And, they start to use facial recognition technology integrated with [smart digital signage](#) to determine a shopper's gender, age and other basic demographic information and is being marketed to retailers as a way of helping them deliver more measured campaigns and provide tailored on-screen advertising to consumers.



# Omni-Channel Scenario

## Recognition Purchasing



Location transmitter **iBeacon** gives alerts for deals and mobile payment options for nearby customers. This new tech provides big data of customer behaviors for retails.

## Socialized Reward



Retailers engage with targeted audiences via **Social Media** to improve customer service and render ideas for product development.

## Retail community & Experiential Branding



**Smart digital signage** giving consumers a sensory experience, the digitized store shelves present new products in an interesting and memorable way.

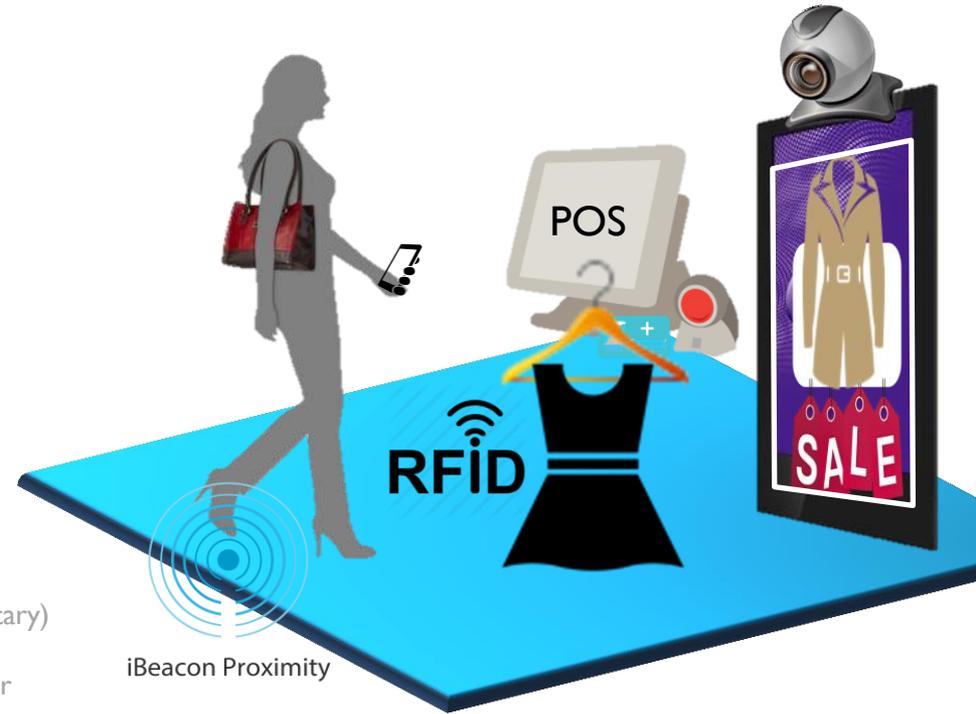
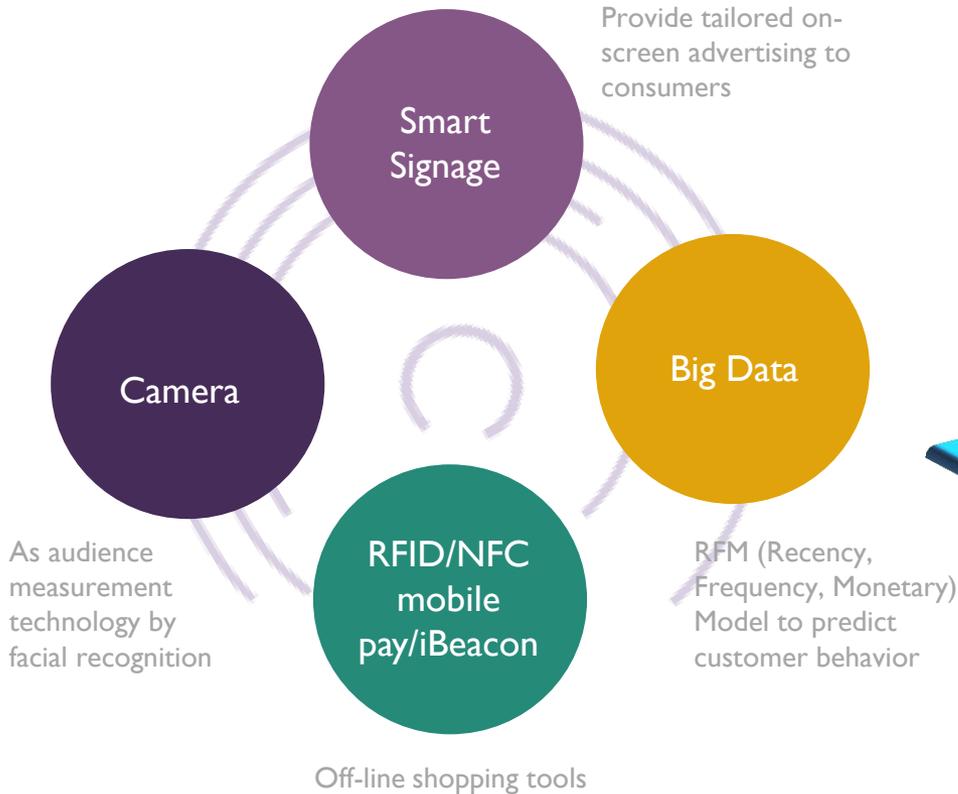
## In-store VR & Interactive Projection



**Media-Rich Display** utilizes advanced technologies like augmented reality (AR), 3D projection and touchscreen to create immersive and interactive shopping experiences.

In Smart Retail, the omni-channel retailing refers to a retail model aimed at enriching customers' shopping experience and facilitating purchasing process by incorporating beacon technology, social media, [smart digital signage](#) and media-rich displays into the retail marketing strategy. Whereas the beacon technology and social media establish a connection between retailer and consumer online and offline, the [smart digital signage](#) and media rich display technology give a stimulating shopping adventure unlike anything the retail customer has ever experienced.

# Smart Retail Technology

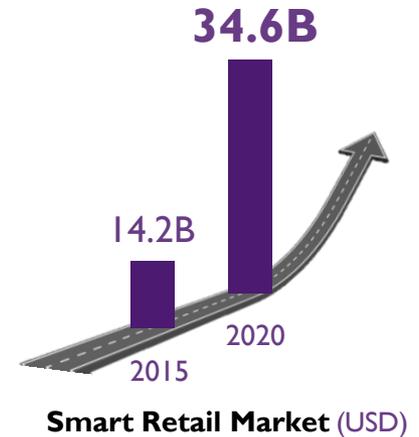


Physical retail stores will be transformed into a showing room and decrease inventory. e.g. Macy's. Online retailers also try to extend physical store for link to customers, e.g. Amazon.

# Smart Retail - the Booming Market

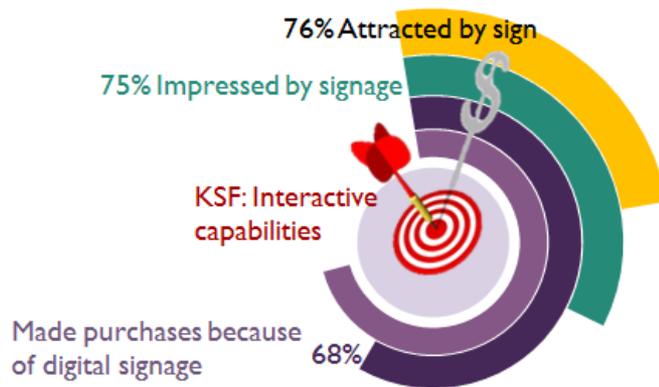
## IoT & Smart Retail

The global IoT in retail market is expected to grow from USD 14,280 Million in 2015 to USD 35,640 Million by 2020 (CAGR =20.0%). Retailers use IoT to enhance customer experience and increased revenue, e.g. manage inventory, track theft and loss, mobile payments, shopper intelligence, and advertising and marketing inventory. The demand for this market is driven by IoT components such as sensors, RFID, Cloud and Smart devices.



## Digital Signage Leading the way for Retail IoT

IoT has changed the landscape of customer experience. One of the principal endpoint solutions being utilized across that landscape is [smart digital signage](#). It can be easily tailored and set to whatever the operator chooses and bring a total customized service to the customer. In fact, the market of digital signage is significantly thriving. According to the International Data Corp., the use of digital signage in retail outlets will grow from \$6 billion in 2013 to \$27.5 billion in 2018 for a 35.7 percent five-year compound annual growth rate, showing the importance brand outlets place on digital signage and their interactive capabilities. According to Industry Weapon, 76 percent of consumers have entered a site because the sign was interesting, while an additional 75 percent of consumers have told friends about a store simply because they were impressed by the signage. Finally, 68 percent of Americans made purchases of a product or service because of the appealing nature of the [digital signage](#).



# Smart Retail - 10 Factors Drives Signage Growth

1 Over a quarter of organizations deem 'multichannel campaign management' as one of their top priorities

2 63% of people report that digital signage catches their attention.

3 84% of UK retailers believe digital signage creates significant brand awareness

4 Digital video in general reaches 70% of the public

5 Digital Signage adds an upswing in overall sales volume by 31.8%

6 Digital Signage reduces perceived waiting times at checkout by as much as 35%

7 29.5% of customers find digital menus influential for purchase of product

8 50% of the top 100 retailers in the US are testing beacons in 2015

9 Over 60% of buying decisions are made at the Point of Sale

10 If given a choice, 42% of retail video viewers would prefer to shop at stores that have video displays

# Smart Retail - The USA Market

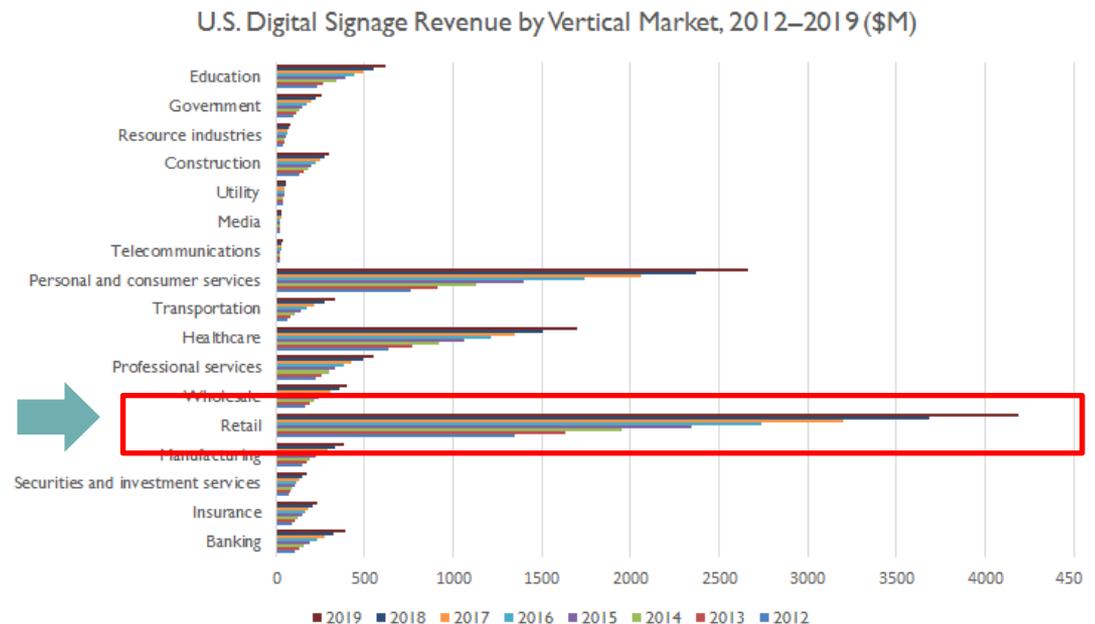
U.S. digital signage (DS) market to grow from \$5.96 billion in 2014 to \$12.4 billion in 2019 for a 15.7% compound annual growth rate (CAGR) over that period.

Growth of digital signage systems comes from 3 primary sources: the adoption of new digital signage systems by companies that are

- (1) seeking more dynamic messaging systems
- (2) expanding and renewal of existing digital signage systems
- (3) adding new services that end users need to take advantage of the availability of those better communications.

The revenue from digital signage systems comes from the investment in new systems and expansion of digital signage systems, including the subscription of software for content management.

The retail market is expected to remain the single-largest segment of the digital signage market through the forecast period as more retailers adopt digital signage systems to facilitate better customer service, increase sales, and reduce perceived wait times.





# Application

## Chain Store

As the popularity and success of digital signage increase, more and more chain stores of all sizes are adding digital display solutions to their marketing and brand strategy. Explore the endless design possibilities that will excite your customers, enhance the in-store customer experience and uniquely engage shoppers with Interactive Signage, Super Narrow Bezel Display and Transparent Display solutions. [BenQ's digital signage](#) lineup not only allows chain store to create new interactive experience with customers but also enhances the aesthetic appeal of the store and create visually stunning and fully customizable environments.

# Application

## Shopping Mall

To trigger shoppers' desire to make a purchase at point of sale is made easy when the retail experience is rewarding and is connected with customers' needs. [BenQ's](#) Interactive Signage, Super Narrow Bezel Signage and Double-Sided Signage are designed to provide retailers with creative solutions to engage with customers and spices up the shopping experience.





Because it matters