



# THE DIGITAL GREETER

## TECHNOLOGY, BENEFITS AND FEATURES

The Digital Greeter is the latest innovation in Kiosk function, customer loyalty and interaction data tracking. Designed and powered by Skipton Group, IBM and iSIGN Media Corp, this multi function Kiosk will greet, inform and provide targeted offerings consistently while gathering data enhancing customer intelligence.

### HOW IT WORKS



**Attract.** The customer enters the broadcasting range (up to 300 feet). The iSIGN software asks if he/she wants to receive a message and notifies the consumer that there is a Digital Greeter at this location. If already in sight the location specific Digital Greeter designed by the Central Group and the LCD digital signage provided by Capital Networks pulls consumers in.

**Interact.** The customer agrees and receives the multi-lingual, media rich and secure message in the form of a coupon, ad, video, music, or an invitation to become a loyalty customer; at no cost to the consumer. If the consumer has already located the Digital Greeter further interaction occurs through the Skipton Group/IBM AnyPlace Kiosk touch screen.

**Measure.** Behind the scenes the interactive data with all of the consumer's choices, information and preferences are logged, and quantified. This data be analyzed, providing "Shopper Insight". With the addition of optional component, Cognition AIM View and Traffic, track the amount of people entering or leaving the sensor's view. Add the Ucentrik LiveCoach and calculate sale support transactions statistics providing additional feedback and intelligence.



**Transact.** The customer is enticed by the call to action and carries out the desired act. The consumer may become a loyalty participant, update or manage their existing customer profile, dispense gift cards or download more offers, once again utilizing iSIGN Media's solution.

## IMPACT

The Digital Greeter is a highly impactful attention grabbing medium. It attracts consumers two ways; through proximity content delivery and its customized design and LCD screen. Then it performs a wide variety of transactions consistently through touch screen interaction. Support loyalty programs, dispense coupons and gift cards, and provide customer service help and sale support transactions with the implementation of one piece of equipment. Last, reap the rewards of true business intelligence, unmatched by any traditional form of marketing or research vehicle.

## COMPONENTS

### Digital Signage

Height-adjustable LCD screen captures attention and can be branded to ensure it complements its location, event or target audience..

### IBM AnyPlace Kiosk

The Touch screen provides the consumer with ease of use without the technical knowhow required to command hardware or input information into custom software

### Custom Interface & Reporting

A transaction flow and reporting module that fits your business. Ensuring that the customer experience is consistent with your brand and the information captured is provided in a way that suits your existing database.

### Literature Rack & Hanger

Designing the Digital Greeter with the consumer in mind it has a place to hang your shopping bags and hold the additional information they would like to take with them.

### Barcode Reader

Consumers can scan loyalty and gift cards or even store items to call up information, remaining balances or price.

### Coupon/Gift Card Printer

Ensure the consumer does not miss out on offers with the absence of a mobile handset and turn loyalty points into personalized gift cards without visiting the customer service desk or standing in the cashier's line.



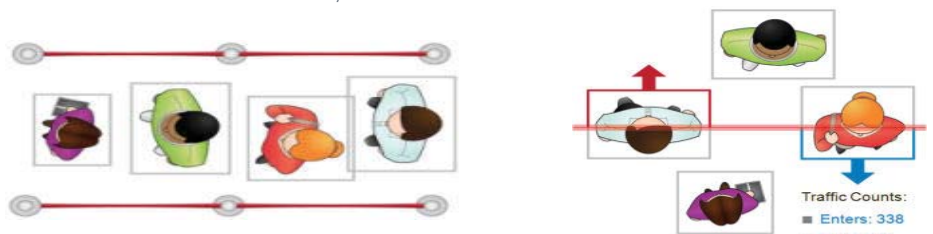
## OPTIONAL COMPONENTS

### Ucentrik LiveCoach

Offer customers immediate access to interactive online sales support to both increase sales & speed up the sales cycle. Assist customers with the purchase & setup of products while reducing the need for in-store staff & reducing customer wait times.

### CognoVision AIM View or AIM Traffic

Detect and track people as they enter or leave the sensor's field of view. How many people look at the display, for how long and what they look at, are some of the demographics information associated with the viewer are questions that are answered with AIM View. Then count using queue tracking and Heat Maps to provide Customer Traffic Flow Analysis with AIM Traffic.



## FEATURES

### Expansive Range

Our embedded proximity messaging solution has a adjustable range of up to 300 feet (100m) and when placed into a number of hardware devices can form a large network.

### Internet Connectivity

Communicate remotely. Swap ads, download statistics or update the equipment by accessing its web interface.

### Multiple Technology Types

Using Bluetooth, SMS, MMS and Wi-Fi technologies provides the greatest possible success with the largest number of mobile device models.

### Media Type Versatility

Send media rich messages in the form of pictures, video and music. Dynamic links within messages support integration of web and email.

### Data Logging

Capture all of the responses with each consumer, build profiles and calculate statistics. Integrate a shopper insight tool into your everyday business transactions and realize its benefits.

### Real Time Feedback

Is your offer effective? Are you getting the results you are after? Are you getting people in the store but not closing the sale? Get the answers to your questions and make adjustments in hours not weeks.



EXAMPLE OF DATA LOGGING - CAPTURE DEVICES & ACCEPTANCE



CUSTOM DESIGN BY CENTRAL GROUP

HOME							UNITS	CAMPAIGNS	STATISTICS	REPORTS	
							ADD	EDIT	DELETE	LIST	SAVED/UNSAVED
#	Content Name	REF	TYPE	URL (SMS/MMS)	Created/Updated	STATUS					
1	Samsung Appliances	561	3M4	3A7F5710	Y	Home Energy Savings					
2	Early LG TV Sale	1001	3M4	3E7F5710	Y	Hi Definition Cabling					
3	Toshiba Computer Monitor	561	3M4	3D7F5710	Y	Refurbished Items					
4	Car Phone Accessories	1001	3M4	3C7F5710	N	All carrier phone models				NA	
5	Online Shopping	1001	3M4	3E7F5710	Y	Free Shipping					
6	On-the-Map Team	1001	3M4	3E7F5710	N	Next Level Benefits class				NA	
7	\$20.00 off Coupon	3M4	2A7F5710	N	Only used on mobile, www.ans.com					NA	
8	\$20.00 off Coupon	3M4	3E7F5710	Y	Only available on computer purchase						
9	\$15.00 off Coupon	3M4	3E7F5710	Y	Only available on car/electronics installation						
10	Freezing	3M4	3E7F5710	N	Chrysler Reservation					NA	

NOTE: To view campaign message click on the view icon. To get a campaign specific report click on the report icon on the corresponding row.

EXAMPLE OF CONTENT MANAGEMENT SYSTEM

## BENEFITS

### Fast

Deploy direct response campaigns and business initiatives in hours, not weeks, and capture responses in real time.

### Flexible

Can be scaled and customized to fit your business needs, by adding optional components and designing a look that fits your brand.

### Effective

An interactive, engaging and informative solution that simply performs. It grabs the attention of those passing by with digital signage, and/or proximity messaging to mobile handsets.

### Economical

Digital advertising and communication that costs less, yet is more effective than traditional forms of marketing.

### Accountable

Influence consumer behaviour at the location, and enjoy the benefits of thousands of interactions.

### Measurable

Data can be collected, quantified and analyzed providing true business intelligence.

## PARTNERS IN INNOVATION



Proximity marketing solution  
[www.isignmedia.com](http://www.isignmedia.com)



Hardware and Software Implementation  
[www.skiptongroup.ca](http://www.skiptongroup.ca)



Retail solution; AnyPlace Kiosk  
[www.ibm.com](http://www.ibm.com)



Customizable Components and Platforms  
[www.aopen.com](http://www.aopen.com)



Retail Merchandising Solution Designer  
[www.centralgrp.com](http://www.centralgrp.com)



Digital Signage and Broadcasting  
[www.capitalnetworks.com](http://www.capitalnetworks.com)



Interactive Communication Software  
[www.stclair.com](http://www.stclair.com)



Automated Audience Measurement  
[www.cognovision.com](http://www.cognovision.com)



Communication Software  
[www.ucentrik.com](http://www.ucentrik.com)

### VISIT US

view informative video that showcase this product and details how our the Digital Greeter works at [isignmedia.com](http://isignmedia.com)

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