

RETAIL

Visually Compelling. Impossible to Ignore.

Digital advertising helps retail stores attract attention, distinguish their brand, and promote revenue growth.



DISPLAYS, INC.



Worldwide Headquarters
1700 S. De Soto Place, Ontario, CA 91761 USA
Phone: +1.800.876.1668 Fax: +1.626.369.7858
www.optec.com

Digital displays can create a 31.8% upswing in overall sales volumes.

Attract Attention

Brick-and-mortar retailers need to be fast and flexible to compete with online competition. Digital signs empower retailers to create dynamic and effective advertising that will engage consumers and increase revenue. Digital signs educate potential customers about your products and services by influencing their buying habits. LED sign advertising helps retailers capitalize on impulse buyers by increasing visibility and brand exposure.



Digital displays can create a 31.8% upswing in overall sales volumes.

Indoor Engagement

Digital displays convert shoppers into buyers. Capture the customer's interest immediately by advertising special deals, discounts, or vouchers that can be used in the store. More than 60% of customers make buying decisions at the point of sale. Digital advertising empowers retailers to target in-store POP programs for particular consumer segments. Vibrant, digital displays excite, entertain, and inform customers, reducing perceived wait times by more than 35%.



Customers spend 30% more time browsing products in stores that have deployed digital signage.

Exceptional Performance

For over 35 years, Optec has advanced LED sign technology -- building a reputation for quality LED signs with spectacular color, brightness, and clarity. Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Keeping confidential information secure for your institution is a priority for Optec. Optec brings years of experience working with IT teams to provide safe, secure communication options that simplify managing digital signs.



Implementing digital signage technology can increase footfall by up to 24% in retail stores.



Worldwide Headquarters
1700 S. De Soto Place, Ontario, CA 91761 USA
Phone: +1.800.876.1668 Fax: +1.626.369.7858
www.optec.com

76% of American consumers enter stores they have never visited simply on impulse due to a sign they saw.