



**EXPLORE THE ULTIMATE IN RETAIL TECHNOLOGY**





# Let us take you on a journey...

The world of retail is changing and technology is playing a pivotal role. Let us take you on a journey through a modern-day shopping mall, highlighting top retail trends, transformational technology and market opportunities.

From shop exteriors, to leisure facilities and car parking, you will discover solutions that will deliver the very best retail experiences.

Engage customers with the latest interactive displays, wow them with spectacular videowalls, monitor their behaviour with state-of-the-art surveillance and keep them entertained and informed with high-quality audio – and that is just in the shop front!

**Within this guide you will uncover a wealth of time-saving, cost-effective solutions for the forward-thinking retailer.**

**Read on to discover the benefits of technology in retail.**

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# Retail Market Overview

Retailers are under increasing pressure to create a truly engaging and personalised shopping experience. That's where technology can help.

**In 2016 13.2% of all retail purchases were completed online, compared with 12.1% in 2015 [1]. As online sales continue to increase, the value of a customer's experience at the physical retail store has never been more important [2].**

With the rise of the digital-savvy consumer, retail brands need to restructure the way they showcase products, and as such are turning to innovative technologies. Technology has become the glue that holds retail customer touchpoints together. Offering always connected, tech savvy shoppers a desirable experience across all channels including a great in-store experience.

Physical and virtual shopping is merging. No shop design can now ignore the increasingly critical role of digital consumer engagement, including digital signage, NFC, location-based promotions, social media, kiosks, in-store tablets, Wi-Fi provision, click and collect, endless aisles, self-checkout, smart shelves, mobile checkout, smart mirrors and much more.

The retail market opportunity is centred around technology that unifies channels, combines physical and digital experiences simplify customer touch points.



The influence of digital devices on in-store purchases has grown by



Deloitte found that digital technology is influencing



of in-store retail sales in the UK [3]

Mobile is affecting



of in-store sales, 2.5 times the level seen in 2012. [3]



# Retail Trends in 2017

Bricks and mortar retailing is far from dead. In fact, research by PwC [4] discovered that, on average, 30% of us prefer to do our research in-store – and, typically, 2-3 times as many of us would rather make our purchases in a shop than online.

The nature of our in-store experience is changing – driven and enabled by technology. According to a survey commissioned by Adobe [5], the number one strategic priority in 2017 for 54% of retailers is to improve the customer experience, while the top two digital priorities – both online and in-store – are a) targeting and personalisation (33%) and b) social media engagement (29%). Retailers are, the survey notes, optimising for mobile: the digital future of retail will be built around the ubiquitous mobile phone.

## Interactive flat panel displays

A recurring theme in retail technology is how it can be used to engage consumers and to create unique, personalised experiences. Interactivity is seen as the key to achieving this – and that's leading to rapid growth in retail usage of interactive flat panels. Researcher MarketsandMarkets [6] believes that the worldwide IFPD market will grow at more than 15% between now and 2020, reaching a value of over £20 billion.

## LED technology

LED is now ready for retail prime time. Once only feasible for bright, outdoor displays to be viewed from a distance, pixel pitches have reduced significantly making this technology ideal for retail. With pixel pitches from a tiny 0.9mm, viewing distances can now be as low as 1m depending on the application. Producing a seamless image with high resolution quality, LED now represents a compelling alternative to LCD in retail installations

## Near Field Communication (NFC)

Increasing numbers of digital signage screens are being equipped with NFC technology to create dynamic, personalised experiences: you walk up to a digital signage screen, and suddenly the on-screen content changes. The screen knows who you are and what you like, because both it and your phone are NFC-enabled. The NFC market is forecast to grow by around 18% in the coming years [7]. NFC is also the technology behind how we're paying for things.

## Cashless payments

2015 was the first year that cash was used for less than half of all payments by consumers in the UK. Payments UK [8] believes that, by 2025, that will have reduced to less than a quarter. It's no longer about physical cards, though: we're entering the era of the mobile wallet. That goes beyond technologies like Apple Pay: increasingly, those mobile wallets also hold loyalty cards, offers/coupons and so on.

Cashless payments are yet another example of the interactivity between consumers, mobile phones and POS digital signage – pioneered by the likes of Amazon's newly opened physical stores [9] – that is revolutionising the shopping experience, to the benefit of customers.

## Retailtainment

Today, going shopping is about much more than buying things. Shopping has become a fun day out, and shopping malls have become destinations. Retailers are responding in increasingly imaginative, creative ways: retailtainment – a term first coined in 1999 – is the future. Retailers surveyed by Adobe [5] said that "engaging audiences through virtual or augmented reality" is the single most exciting prospect for 2020.

Today, projection mapping and interactive screens are widely deployed to create exciting, value-added retail experiences.

## Analytics

Digital signage software is now about so much more than just getting the right content to the right screen. Increasingly, retailers are using it to understand who their customers are and how they behave. AI-based solutions, for example, are claimed to be more than 90% accurate in detecting the age, gender and emotions of someone looking at the screen [10] – enabling very precisely-targeted content to be delivered, and creating greater engagement.





# Shop Exterior

The exterior of any store is their calling card to the high street and getting the right message across at the right time is vital for turning window shoppers and passers-by into purchase shoppers. Launches of new window displays are becoming as much of a talking point as the products within and they need to 'sparkle'. Shop window displays are becoming BIG business, and the more social-worthy they are the more reach the store / brand will have.

But a shop exterior isn't all about window displays, it's also the most vulnerable part of any store. Support the protection of stock, visitors and staff with the latest security solutions, providing peace of mind for retailers.

## Quick facts

Digital signage is



compared to static signs for retailers [11]



of UK retailers believe digital signage creates significant brand awareness [12]



customers have entered a store because of a sign catching their interest [13]



In this section:

- > LED DISPLAYS
- > DIGITAL SIGNAGE
- > VIDEOWALLS
- > MOUNTS AND ACCESSORIES
- > SECURITY
- > LED





**ENCLOSURE OUTDOOR SIGNAGE**

Excellent durability and vivid image quality even under direct sunlight. This outdoor signage boasts strong visibility and reliability with clear picture quality and accurate information delivery even under extreme changes in the environment. It also offers excellent efficiency, combining economic power consumption with simple installation and management. Works from -30°C to 50°C.

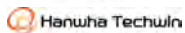
PRODUCT: 55XE3C





#### NETWORK IR DOME

WiseNet X series are a range of high performance security and IR PTZ cameras with upgraded functions, delivering crisp and clear image quality. Ideal for busy streets and shop exteriors.

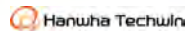


PRODUCT: XNP-6370RH



#### NETWORK VIDEO RECORDER

Affordable recording solution with in-built network switch for use with multiple cameras, ensuring you never miss a moment.



PRODUCT: XRN-1610S-0TB



#### DIGITAL SIGNAGE

This slim design allows effective space utilisation in window displays with a depth of less than 62mm, its slim design allows for discrete installation when wall mounted and along with the narrow bezel this helps viewers concentrate on the displayed image when configured as a videowall



PRODUCT: TH-55LF80W

COMPATIBLE MOUNT



PRODUCT: PEERDSF265P



#### LED DISPLAY

4mm pixel pitch LED panel with an ultra-slim profile - a depth of just 54mm, meaning it won't take up valuable space in window displays, or it can be fitted flush to the window. It is also completely front install and service, allowing fast and simple mounting.



PRODUCT: ABSN N4 BLK



#### DIGITAL SIGNAGE

Connecting with customers has never been smarter or brighter - this high bright display will capture shoppers when placed in store window displays.



PRODUCT: X554HB





# Shop Interior

Getting it right in-store is vital to the all-important customer impression. Customer experience (CX) is a buzzword in the retail industry and it is believed that those who master CX are rewarded with retail success, ensuring repeat business and brand advocacy.

Create 'taking points' and 'shareable content experiences' via the clever use of technology; such as futuristic displays, personalised content and experiential projections. Assist customers and influence purchase decisions with in-store touchscreen displays, merging the boundaries between on and offline shopping.

## Making the right impression

Over half of consumers want to use digital devices in-store, therefore retail business strategy needs to focus on how to support digital in-store.

> [www.deloitte.com](http://www.deloitte.com)

To stand out in 2017 by inspiring Instagram-worthy shopping experiences, more brick and mortar retailers will embrace 'retailtainment', a thrilling fusion of retail and entertainment.

> [www.rangeme.com](http://www.rangeme.com)



In this section:

> **DIGITAL SIGNAGE** > **PROJECTION** > **VIDEOWALLS** > **INTERACTIVE DISPLAYS** > **MOUNTS AND ACCESSORIES**  
> **SECURITY** > **PRINTERS** > **AUDIO** > **LED**





**VIDEOWALL**  
Perfect picture quality and high product reliability, these displays are perfect for videowall placements which require 24/7 operation.

PRODUCT: X554UNS-2



**DIGITAL SIGNAGE WITH LINKRAY**  
When signage meets mobile technology! Enabling smartphones to read IDs sent from LED transmitters, shoppers can connect to content quickly, easily engaging with vouchers, promotions and further product information sent direct to their smartphones.

PRODUCT: COMING SOON





#### 360 DEGREE FISHEYE CAMERA

Get perfect 360 degree images with built-in dewarping, ensuring you always get the view you need in busy stores.

PRODUCT: PNF-9010R



#### NETWORK VIDEO RECORDER

Connect up to 64 cameras with recording and playback to ensure in-store security teams never miss a moment.

PRODUCT: PRN4011



#### LED DISPLAYS

A picture says a thousand words and this LED display does just that with a seamless image displayed in high resolution. With a viewing distance of only 2 meters it produces stunning image quality.

PRODUCT: ABSN N2 BLK



SAMSUNG

#### SMART SIGNAGE

Split screen function to add double the impact when it comes to in-store messaging. Display four times the detail clarity, which is most evident when displaying text.

PRODUCT: QM55F



COMPATIBLE  
MOUNT

pmvmounts

PRODUCT: 2036F



#### OLED DIGITAL SIGNAGE

Amazing displays are available in curved tiling, arched and flat configurations, with the ability to swap and mirror content on either side of the screen. Adding another dimension to in-store signage.

PRODUCT: 55EH5C



PHILIPS

#### DIGITAL SIGNAGE

Failover ensures constant messaging in the event of media player failure - there's nothing worse than a system breakdown during busy shopping periods. Plus, android os is integrated into the display for flexibility of content and use of your own in-store app.

PRODUCT: 55BDL4050D



elo

#### TOUCH SCREEN

An all-in-one 22" order point with touch screen selection and payment capabilities. Elevate your point of sale experience with powerful touch products. Easily take payments and engage shoppers like never before.

PRODUCT: ELOE222788



HARMAN

CROWN

#### AUDIO

Keep customers in the shopping mood with music to enhance the atmosphere. The 8124 from JBL is a full range, cost-effective speaker that blends into the décor.

PRODUCT: XLS2502, JBL8124





PHILIPS

#### 4K DIGITAL SIGNAGE

Create dynamic in-store displays with this 4k display. Finer detail and more vibrant colours will get your message across.

PRODUCT: BDM4350UC



COMPATIBLE MOUNT

pmvmounts

PRODUCT: PMVMOUNT2036T



DATAPATH

#### DIGITAL DISPLAY CONTROLLER

Supports a choice of 4k inputs for freedom in creating and deploying small, medium and large scale signage projects.

PRODUCT: FX4



Lexmark

#### POS LASER PRINTER

Multifunctional laser printer. Easily print in house point-of-sale with accurate brand colours due to Lexmark's Named Colour Replacement and PANTONE calibration.

PRODUCT: LEXCX510DE



Canon

#### COLOUR MFP

Save time and improve efficiency by customising and automating print/scan tasks with the new intuitive touchscreen and application library.

PRODUCT: MF735CX



Panasonic  
BUSINESS

#### INTEGRATED PROJECTOR AND LIGHTING FUNCTION

Project onto and spotlight retail items with one product. The Space Player™ can be used to create a 'wow factor' in retail displays by projecting moving pictures onto products and mannequins.

PRODUCT: PT-JW130GBE



NEC

COMPATIBLE MOUNT

peerless

PRODUCT: PRG-UNV

#### COMPACT PROJECTOR

Project large images onto floor space in stores to create a new dimension of product messaging. Running 24/7 and maintenance free, means you can set it and forget it.

PRODUCT: NECP502HL2



HITACHI

#### LED PROJECTOR

Perfect for edge blended images to ensure shoppers get the 'big picture'! It's a great alternative to large format displays and videowalls.

PRODUCT: LP-WU3500



COMPATIBLE MOUNT

B TECH

PRODUCT: BT899XL/B



COMPATIBLE MOUNT

CHIEF

PRODUCT: MSA1U

#### INTERACTIVE SMALL FORMAT DISPLAY

Browse different products, encourage use of e-commerce sites whilst in store, and flick through a catalogue.

PRODUCT: T2735MSC-B2



iiyama

#### 4K MEDIA PLAYER

Integrate flawless 4K video, streaming social media, enterprise HTML5 performance with swipe/gesture interactivity and POE+ to produce a retail experience that is simply the best.

PRODUCT: XT243



BrightSign



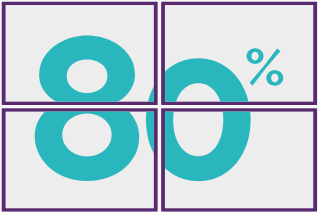


# Shopping Mall

Department stores and shopping malls are fast becoming 'destination shops', so called because consumers are willing to travel a good distance to shop in them. With the scale for destination shops (think Westfield or Bicester Village), navigating or finding certain shops can be tricky. That's where wayfinding comes into its own. Intuitive touch screen displays have taken wayfinding to the next level.

It's not just about getting the shopper to where they want to be, driving them to a store with promotional messaging via large scale displays also plays a key part. In such open spaces, displays need to be BIG. Whether it's 98" screens, videowalls or projection, it needs to grab attention. And with so many people in one space, surveillance and access control also plays a key part in keeping staff and shoppers safe.

## Quick facts



of brands experienced a significant increase of **up to 33%** in additional sales through the use of digital signage [14]

The cost of UK retail crime soared to

**£613m**  
in 2015 [15]



### In this section:

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- > POS
- > PROJECTION
- > VIDEO WALLS
- > INTERACTIVE DISPLAYS
- > MOUNTS AND ACCESSORIES
- > AUDIO
- > SECURITY
- > PRINTERS
- > LED









#### TOUCHSCREEN

An ideal solution for any kind of 24/7 interactive retail signage or wayfinding.

**NEC**

PRODUCT: P553 SST



**Panasonic**  
BUSINESS

#### LASER PROJECTOR

Geo Adjustment means the projected image adapts dependent on the surface – whether it's spherical, curved or cylindrical allowing highly creative mapping.

PRODUCT: PT-RZ770



COMPATIBLE  
MOUNT

**CHIEF**

PRODUCT: CHIEFVCMU



**SAMSUNG**

#### INDOOR LED DISPLAY

With an install depth of only 10cm (including ventilation), this LED display is ideal for shopping malls. The dynamic peaking technology means it auto brightens and adjusts black levels as required, ensuring an always crisp image in public spaces.

PRODUCT: IF015H



COMPATIBLE  
MOUNT

**BT**  
TECH

PRODUCT: BT8372-2X2/BB



**NEC**

#### VIDEOWALL

Huge digital surface creates an unhindered viewing experience for your audience with minimal image interruption of just 0.9mm per screen.

PRODUCT: UN551S



COMPATIBLE  
MOUNT

**pmv**mounts

PRODUCT: PMVKIOSKXLID



**iiyama**

#### TOUCH SCREEN DISPLAY

Help shoppers navigate shopping malls with this interactive screen for wayfinding. Edge-to-edge glass and PCAP touch makes it super responsive improving the overall customer experience.

PRODUCT: TF6537UHSC-B1AG



**Panasonic**  
BUSINESS

#### 98" DIGITAL SIGNAGE

Large format just got bigger! Large scale messaging and images in 4K resolution without the need for a videowall.

PRODUCT: TH-98LQ70WL



#### DIGITAL RECEIVER AMPLIFIER

No one likes to shop in silence! Provide background music and public announcements if required.

PRODUCT: RS 3160 II



#### CEILING SPEAKER

Beautifully discrete range of speakers to provide background music in public spaces. Designed so you notice the sound quality, not where it's coming from.

PRODUCT: RCF PL6X



# Automotive

Car showrooms and dealerships have been undergoing a transformation over the past few years, with technology taking centre stage in what has become a more customer-centric interactive environment. Potential buyers can visualise their customised car choices, book test drives in-store or even make a purchase via interactive displays.

With automotive sales now being online with the launch of Amazon Vehicle in the US, it won't be long before it reaches the UK. Dealerships and forecourts need to make sure they move with the times and integrate technology with retail outlets. But it's not all about displays and touchscreen order points, cars are high-net-worth commodities and as such security is essential.

## A new car buying experience

Rockar Hyundai has been changing the car-buying experience blending online and offline retailing with friendly, knowledgeable 'Angels' rather than salespeople on commission-based pay. Consumers have welcomed Rockar Hyundai's unique sales approach. Rockar Hyundai at Bluewater welcomed 163,000 people in its first 12 months. On its busiest day, more than 1,200 people walked through Rockar Hyundai's doors [16].



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- > SCANNERS
- > LED





FEATURED PRODUCT



TEAMMATE WORKSZONE PROJECTION TABLE WITH CANON UST PROJECTOR

With a Canon projector built in, this is the perfect solution for car configurators, projecting the process and final outcome in large scale.



PRODUCT: COMING SOON





#### FULL HD NETWORK IR DOME CAMERA

Deliver crisp and clear image quality. Ideal for securing your premises where high value products are on show.

Hanwha Techwin

PRODUCT: QND-6070R



Cloud

#### COMPLETE AUDIO SOLUTION

Create an ambience with background music, which can be customised for each zone. Page staff with live or pre-recorded messages with the easy-to-use paging function.

PRODUCT: DCM1, CXV425, PM4-SA & PM8-SA, DCM1E



PHILIPS

#### CURVED DESKTOP MONITOR

Appearances matter! This curved monitor certainly commands attention with 4K resolution and wide viewing angles. Whether for customers to browse a dealership's website, or staff to process information.

PRODUCT: BDM4037UW



Absen

#### LED DIGITAL SIGNAGE

##### NEW FOR 2017!

Driving sales with fine detail, high brightness and contrast with a 1.6mm pixel pitch.

PRODUCT: HDV 1.6



LG  
Life's Good

#### DIGITAL SIGNAGE

Get picture-by-picture with multiple messages and images. Perfect for automotive to show all viewing angles of a new car model.

PRODUCT: 86UH5C



COMPATIBLE  
MOUNT



PRODUCT: BTV504



COMPATIBLE  
MOUNT

PRODUCT: BT9903



COMPATIBLE  
MOUNT



PRODUCT: XSM1U



SAMSUNG

#### 4K 98" SMART SIGNAGE

When high quality products need high quality promotion – 4K, anti-glare makes it perfect to get the message across when in the spotlight at automotive showrooms.

PRODUCT: QM98F



COMPATIBLE  
MOUNT



PRODUCT: SF650P



Iiyama

#### TOUCHSCREEN DISPLAY

Engaging touchscreen display for customers to view car configuration options, self book services and MOT appointments or just find out more information.

PRODUCT: TF6537UHSC-B1AG



Canon

#### DSLR CAMERA

24.2 mega pixel and built-in Wi-Fi to ensure you can capture stunning car pictures for uploading to a website or social media, providing instant messaging.

PRODUCT: EOS 750D



OKI

#### PRINTER

Functionality is important behind the scenes and this printer is ideal for hot and dirty working conditions and printing picking lists and 3 part invoices.

PRODUCT: ML3320



Canon

#### DOCUMENT SCANNER

There's a lot of documentation required with car purchases and scanning can not only save time, but saves paper, resources and physical storage space.

PRODUCT: DR-C240



# Supermarkets

Outside of price wars, supermarkets are now battling for convenience to build and maintain customer loyalty. They were among the first to adopt self-service checkouts and now like their retail neighbours are beginning to adopt interactive POS devices, digital signage and innovative audio solutions to help customers find what they need in an instant.

## The results are clear to see...

It's now over a decade since Tesco deployed 5,000 displays in 100 of its supermarkets, coinciding with the first UK boom in digital signage (DS) for retail. Sales are up 80% on 2004 (the year ISE launched) to £19.6m, with approximately 22,000 screens across UK retail outlets [17].



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- > PRINTERS



# Supermarket



COMPATIBLE  
MOUNT



PRODUCT: BT9905



## DIGITAL STRETCH SIGNAGE

Deliver dynamic content on one screen or split with Picture-by-Picture for multiple messaging all displayed in UHD.

FEATURED PRODUCT

PRODUCT: 86BH5C



# Supermarket



## PROJECTION

Draw footfall with floor projection to ensure shoppers head down the aisles to pick up more products.

PRODUCT: P502HL



## COMPATIBLE MOUNT

pmvmounts

PRODUCT: PMVMOUNT7



## AUDIO – COMPLETE AUDIO SOLUTION

A combination of discreet ceiling speakers, horn speakers and wall mounted speakers ensure perfect coverage of background music from radio or MP3. Paging announcements are made easy by the addition of the paging microphone for clear information and advertising for customers.

PRODUCT: APCM4T, APCM6E, ARMASK6T, ARMRH31G, ARMICPAT6, ARMRH31, APPCR3000



## NETWORKED 9 PIN DOT MATRIX PRINTER

With so many products coming into the warehouse and customer online / home delivery orders coming in, a reliable printer is essential. This dot matrix printer is small, powerful and has a low cost of ownership.

PRODUCT: LEXFP2580NPLUS



## TOUCHSCREEN

23" LED-backlit multi-touch display, ideal for point of sale and displaying engaging consumer content.

PRODUCT: E232WMT



## DOOR CONTROL PANEL

Fully controlled digital access via a number of access options from card through to biometrics.

PRODUCT: 5002-1907



## MULLION READER

Control door access with discrete card readers – plus plenty of other accessories to ensure security, such as locks, exit buttons and emergency break glasses.

PRODUCT: 5002-0354



## ULTRAWIDE SMALL SIGNAGE

When space is at a premium there isn't always room for large digital signage, which is where this small format display comes into play. Display POS messaging to increase product purchases.

PRODUCT: 25UM58-P



## COMPATIBLE MOUNT

ergo

PRODUCT: ERG0001



## POSTER PRINTER

Flexible functionality and low cost large format printer for printing in-store posters and promotions.

PRODUCT: IPF6400S



Canon





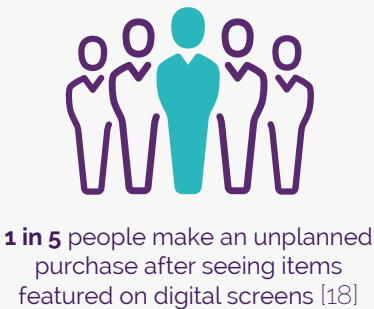
# Restaurants

Shopping can be hungry work – digital signage is perfect for displaying the latest menu options to entice customers to stop off for refreshments.

Digital menu boards can be easily updated to show the latest seasonal offers, ensuring the messaging is always kept up to date and relevant, often controlled from a central location for multi-location outlets.

Touch screen ordering and payment displays offer a quick self-serve solution freeing up staff resources.

## Quick facts



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DIGITAL SIGNAGE

Ideal for restaurants with multiple locations as content for this signage can be managed from a remote location.

NEC

PRODUCT: V323-2, V423



COMPATIBLE MOUNT

pmv

PRODUCT: 203GT



MENU BOARD

Dynamic menu messaging with built-in Wi-Fi and System on Chip (SoC) allowing content to be fully managed.

LG  
Life's Good

PRODUCT: 55SM5C



COMPATIBLE MOUNT

CB  
TECH

PRODUCT: BT8330CUSTOM



DIGITAL SIGNAGE

Inbuilt content creation, scheduling and deployment features make this a great signage option for busy restaurants who need to switch content on-demand.

SAMSUNG

PRODUCT: PM55FBC



COMPATIBLE MOUNT

peerless

PRODUCT: PF650



ACCESS CONTROL SOLUTION

Simple digital access control with card reader reducing the risks that typical pin code locks present.

TDSI

PRODUCT: 5002-4002



DIGITAL SIGNAGE

24/7 operation, this screen is built for demanding areas with seamlessly integration utilising OPS, Raspberry Pi compute modules or signal interfaces.

NEC

PRODUCT: V404



TOUCH SCREEN

Great for quick service self-order points. Burger and fries in a hurry? This touch screen delivers seamless and accurate touch response to ensure maximum customer experience, minimum disruption.

iivama

PRODUCT: T2236MSC-B2



SPEAKERS

Music can create an ambience in any environment, and restaurants are no different. These discreet ceiling speakers will help provide an even level of music throughout a restaurant.



Compatible controller: Wall Control JBL CSR-V

Instant, easy access to volume control.

JBL

PRODUCT: CONTROL 16C/T



brother

LABEL PRINTER

Ideal for labeling freshly baked goods with branding, expiry dates, ingredients lists and important allergen information.

PRODUCT: TD-2120N



OKI

LASER PRINTER

Outstanding print quality and media flexibility perfect for printing of colourful marketing collateral.

PRODUCT: C532DN





# Car Parking

With an estimated 31.7 million cars on the road in the UK, parking is now more of a premium than ever before, and plays an important part of any customer journey. Car parks are the ideal location to target prime customers with retail messages before entering the stores. But that's not all, digital displays can also be used to give weather and traffic reports. Drivers returning to their cars will be able to check the conditions of their drive home on their way out of the car park.

Wayfinding displays also mean customers can find their desired locations with ease. Interactive displays are increasingly being used in pay stations offering the self-serve option staying in-line with the trend for increased cashless payments.

## Quick facts

There are  
**31.7**  
million   
cars in the UK <sup>[19]</sup>



to overtake cash  
payments by 2021 <sup>[20]</sup>



In this section:

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- > INTERACTIVE DISPLAYS
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- > SECURITY
- > PRINTERS
- > AUDIO
- > LED





COMPATIBLE  
MOUNT

 **CHIEF**  
PRODUCT: FSR1U



**iiyama**

**TOUCH MONITOR**  
Pay for car parking with touch screen. Seamless and responsive touch ensures great customer experience and reduces wait times.

PRODUCT: IITY2435MSCB2

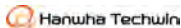
FEATURED PRODUCT





#### NETWORK IR LPR CAMERA

Check number plates at the entrances to ensure there's a full record of cars in the parking lot / multi-storey at all times.

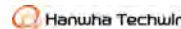


PRODUCT: SMO-6095RH/FNP



#### SMART SECURITY MANAGER SOFTWARE

Centralised monitoring software ideal for monitoring either single site or multisite car parks.



PRODUCT: SSM-SM00L



#### OUTDOOR LED DIGITAL SIGNAGE

The Absen L3, 3.9mm outdoor LED is a weatherproof totem, offering the perfect solution for an outdoor install. The high brightness display can auto-adjust dependent on the environment.



PRODUCT: ABSEN L3



#### DIGITAL SIGNAGE

Draw shoppers from the car park and into stores with dynamic messaging and promotions. Auto brightness sensor means clear, vivid pictures will be displayed whatever the time of day or weather.



PRODUCT: 84WS70

COMPATIBLE  
MOUNT



PRODUCT: SF660P



#### STRETCH DIGITAL SIGNAGE

Perfect for displaying wayfinding information with 24/7 operation, helping shoppers find their way.

SAMSUNG

PRODUCT: SH37F



#### EMERGENCY EVACUATION

Installing disabled refuge areas will ensure less mobile shoppers have a safe area whilst waiting for assistance in case of fire or emergency. The Baldwin Boxall Omnicare system includes disabled refuge outstations, fire telephones and control panels to aid evacuation in emergencies.



PRODUCT: BAB0BVOC32MS / BAB0BVOCFINT / BAB0BVOCPCPG



#### MOBILE PRINTER

Nobody likes a parking fine, but it's essential for smooth running of parking facilities. On the spot printing of notices and fines, connects to mobile devices via Bluetooth.



PRODUCT: MW-145BT





# Leisure

Whether it's cinema, bowling or the gym – leisure is playing a big part on the high street and in destination shopping centres. Retail centres today are increasingly becoming entertainment and leisure hubs as well as offering the more traditional retail outlets. These leisure spaces can also utilise technology to dynamically promote upcoming movies, deliver in-house promotions on snacks, merchandise and memberships – targeting messaging dependent on time of day and current movie showings. Digital signage also adds a new revenue stream, with add-blocking becoming more prevalent online, advertisers are looking for offline channels to get messaging across. Digital out-of-home signage (DOOH), is a medium that reaches real people to drive significant digital engagement.

## Quick facts

Cinemas were visited by  
**168million**  
people in the UK in 2016



cinemas in the UK [21]



In this section:

- > DIGITAL SIGNAGE
- > POS
- > PROJECTION
- > INTERACTIVE DISPLAYS
- > SECURITY
- > LED
- > AUDIO





FEATURED PRODUCT



LED DIGITAL SIGNAGE

When signage deserves attention, this slim bezel screen is perfect for promotional messaging and upcoming film trailers in cinema foyers.



PRODUCT: 49SE3C

COMPATIBLE MOUNT

peerless<sup>®</sup>  
PRODUCT: PPERPFL640





#### DOOR CONTROL PANEL

Ensure you secure who's coming and going from secure or 'staff-only' areas with digital access control that supports multiple technologies from card through biometrics by the addition of suitable readers.

TDSI

PRODUCT: 5002-1907



#### MULLION READER

Working in conjunction with digital access control, ensure that the behind-the-scene areas of leisure complexes, remain behind-the-scenes.

TDSI

PRODUCT: 5002-0354



SAMSUNG

#### LED DIGITAL SIGNAGE

It's a strike with an LED display! Perfect for bowling alley score boards Non-glare, and slender design ensures focus on the messaging.

PRODUCT: PH49FP



EV

#### SPEAKERS

When audio needs to be more powerful to fill a larger space and create high-energy vibes, larger speakers from Electro-Voice do the job. Pair with a subwoofer and a controller with user presets for easy end-user control.

PRODUCT: EVZX1190 & EVF1101SBLK



Canon

#### 4K PROJECTOR

When space is at a premium this compact 4K projector delivers, with low TCO it's great for virtual classes at the gym.

PRODUCT: XEED 4K500ST



SAMSUNG

#### TOUCH SCREEN DISPLAY

Ensure maximum customer experience, minimum queues with interactive order points, perfect for cinema ticket purchases and collection.

PRODUCT: PM55FBC



elo

#### TOUCH SCREEN

Touch screen tills are now standard in retail and leisure - which is where Elo's 15" touchscreen truly shines! Process transactions and take payments in cinema, gyms and bowling alleys.

PRODUCT: ELOE021201

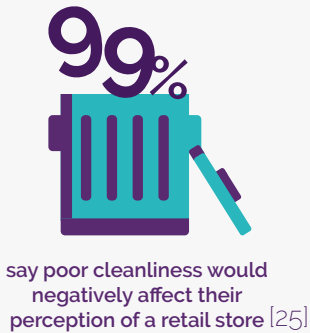




# Back Office

The back office is the hub of any shopping centre, store or leisure outlet, and accurate cost-effective admin, cleaning, and security is paramount for any successful retail operation. Scan employee documents with ease with the latest document scanners. Print documents including invoices and in-store posters with commercial grade printers and control and manage security solutions with specialist security monitors.

## Quick facts



## In this section:

- > CONSUMER TV
- > AUDIO
- > SECURITY
- > TECHNICAL AV
- > PRINTERS
- > CLEANING





FEATURED PRODUCT



SMALL FORMAT DISPLAY MONITOR

Keep a watchful eye with high resolution and quick signal switching for an effective control and command centre.

PRODUCT: SC-19P

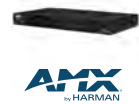


COMPATIBLE  
MOUNT



PRODUCT: ERG0004





#### NETLINX CONTROLLER

Take control! Behind-the-scenes you can control all building technology and digital signage with this programmable network appliance.

PRODUCT: NX-2200



#### SECURITY MANAGER SOFTWARE

Monitor either single-site or multisite systems from one security station.

PRODUCT: SSM-SMOOL



#### VOICE EVACUATION

Security and safety is more important than ever, and voice evacuation plays an important part in that. Give clear evacuation or customer service instructions, either pre-recorded or live.

PRODUCT: VX-3000



#### UHD SMART TV

Help employees relax on their breaks with a world of entertainment, sports or news on this Ultra HD Smart TV from LG.



PRODUCT: 43UJ630V

COMPATIBLE MOUNT

pmvmounts  
PRODUCT: PMVMOUNT2036F

COMPATIBLE MOUNT

pmvmounts  
PRODUCT: PMVMOUNT2036F



#### FULL HD SMART TV

Keeping up to date with current affairs is important, having a TV in the back office helps employees do just that.

PRODUCT: M5500



#### MONO LASER PRINTER

Every business needs to print invoices, and retail is no different. Whether independent or multi-premises, All stores need a reliable print solution.



PRODUCT: LEXMS811DN



#### MONO LASER MFP

Print, scan and copy – this printer has it all. Making it invaluable for back office requirements.



PRODUCT: MB492DN



#### DOCUMENT SCANNER

Streamline your customer and staff onboarding process. The small footprint, high productivity and multi document capability of the DRC240 makes this machine your perfect retail partner..



PRODUCT: DR-C240



#### NUMATIC CLEANING RANGE

Cleanliness is an important part of customer experience, and with a wide range of products for every cleaning requirement Numatic has it covered.



PRODUCT: NUMATIC VACUUM RANGE



**VISIT: FREEHAND.CO.UK/DIGITAL-SIGNAGE**  
**CALL: 01483 200111**

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