



POWERING SMALL-BUSINESS GROWTH

Introducing the Digital Signage Solution

Arthur Chang

Segment Business Development Manager

Connected Home & Commercial Clients, CCG

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CONNECTING TO A BIG OPPORTUNITY

Digital signage is dramatically changing business as usual

\$20B

The predicted size of the industry by 2020¹

8/10

The number of customers who entered a store because of a digital sign²

80%

The percentage of brands that saw up to **33% additional sales** through use of digital signage³

29.5%

The percentage of customers who said digital menus influence their purchase decisions⁴

400%

The increase in views of digital displays versus static displays⁵

1. "Digital Signage Market Analysis by Technology (LED, LCD, Front Projection), by Application (Transportation, Retail, Corporate, Banking, Healthcare, Education) and Segment Forecasts to 2020," Grand View Research, November 2014.

2. "What's Your Sign: In the World of Small Business, Just How Attractive Is a Sign?" FedEx, 2012.

3. "Nielsen study: DOOH increases revenue at the point of sale," Digital Signage Today, January 2010.

4. "10 key stats that are accelerating the adoption of digital signage," SignStix, April 2015.

5. Bunn, Lyle, "Digital Signage in Retail Banking"

DIGITAL SIGNAGE CHALLENGES FOR SMALL BUSINESSES

Why are small businesses not leveraging digital signage today?

COST

- Initial cost starts in the few thousand dollars.
- They're difficult and expensive to scale.
- The best are subscription based, requiring an additional monthly cost.

INSTALLATION

- Setup is complex and likely requires an expert.
- The process can be invasive, disruptive, and costly.
- Wireless connectivity and/or a network are required.

MAINTENANCE

- Most of the software is proprietary and difficult to personalize.
- It is a highly fragmented industry with wide-ranging offerings, costs, and products.
- Updates and fixes likely require a technician.

GROWING SMALL-BUSINESS VALUE

Introducing the Digital Signage Solution

AFFORDABLE TO BUY

- Low price points drive small-business PC refresh.
- This is a one-time cost.
- There are no subscription fees.

EASY TO INSTALL

- No configuration is required.
- The bundle offers a great out-of-the-box experience.
- No wireless access point or network are needed.

SIMPLE TO USE

- Plug it in, power it on, and it works.
- The software comes with hundreds of professionally created templates.
- Updating is as simple as dragging and dropping new content.
- It supports use of video, audio, animation, photos, and more.

WHAT IS THE DIGITAL SIGNAGE SOLUTION?

The small-business Digital Signage Solution requires just three ingredients*



1

**A PC POWERED BY A
6TH GEN INTEL® PROCESSOR**

(with HDMI input & pre-installed
with SmarterSign software)



2

AN INTEL® COMPUTE STICK

(pre-installed with
SmarterSign software)



3

YOUR MONITOR OR TV

with HDMI input

*6th Gen Intel® processor-based PC and monitor/TV not included in solution bundle

DIGITAL SIGNAGE MADE EASY: SMARTERSIGN

Control your message—and its timing

CREATE CONTENT

CREATE A SCHEDULE

PUBLISH



DRAG AND DROP YOUR WAY TO PROFESSIONAL DIGITAL SIGNAGE.

CREATE CONTENT

A rich set of design tools allows you to create beautiful digital signage content right in your PC



Template library on
management software

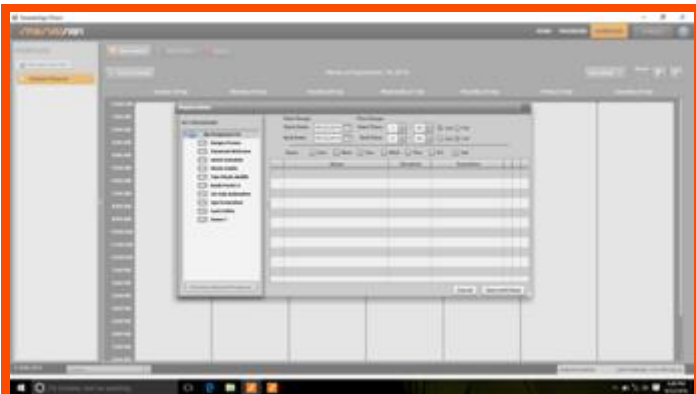


Editing template on
management software

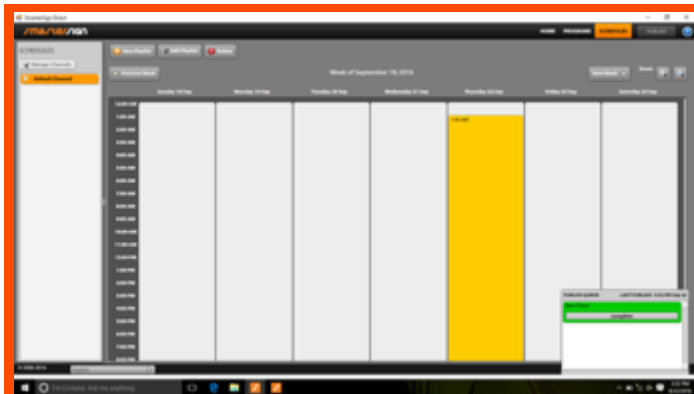
- **Choose** a design option from the template library
- **Customize** your page with drag-and-drop ease
- **Build** your page from scratch with your own media
- **Simplify** creation with a what-you-see-is-what-you-get, plug-and-play interface

CREATE A SCHEDULE

Enjoy great flexibility for scheduling content to your monitor



**Scheduling content with
the playlist function on the
management software**



**Content published to player from
the management software
without Internet**

- **Determine** when and which monitor(s) to run content on
- **Set content** to play on specific days at a specific time
- **Deliver** the right message at the right time in the right place

PUBLISH

Quickly build programs, and publish them to your digital signs



Automatically launched screen on player system



Content displayed on player TV/monitor

- Quickly and easily adapt content to changing needs

DIGITAL SIGNAGE SOLUTION: BUILDING VALUE FOR ALL

Retailers

- No IT knowledge required
- Up and running in minutes
- Easy content creation and synchronization
- Cost-effective solution—with no subscription fees
- Increased foot traffic and sales

VARs/SIs/Distis

- Increased incremental sales
- New up-sell opportunities on products and services
- Less time and cost per installation
- Large, untapped small-business market

The background is a solid blue color with a faint, semi-transparent overlay of financial data. This includes a grid of numbers, some of which are percentages (e.g., +0.52%, +0.47%, +0.65%, +0.52%, +0.94%), and a line graph showing an upward trend. A large, bright yellow arrow is positioned on the right side, pointing diagonally upwards and to the right, symbolizing growth and positive financial outlook.

**THE OPPORTUNITIES
ARE GROWING**

BENEFITS ACROSS THE BOARD

Serve both total benefit of operation and total cost of operation

GROW TBO

- Cost savings
- Increased revenue
- Greater customer engagement
- Sophisticated, modern solution
- Enhanced communications versatility
- Simple operation

SHRINK TCO

- Low-cost solution
- Leverage existing investments
- No installation fee
- No ongoing costs
- No external support necessary
- No network or Wi-Fi costs

HOW THE DIGITAL SIGNAGE SOLUTION WORKS

Content manager software is pre-installed on the 6th Gen Intel® processor-based PC

THE PLAYER APPLICATION IS PRE-INSTALLED ON THE INTEL® COMPUTE STICK



STEP 1

Turn on the PC.



STEP 2

Turn on the monitor.



STEP 3

Insert Intel® Compute Stick into the monitor to automatically launch.



STEP 4

Start creating content.*

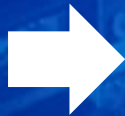
IT'S THAT FAST AND EASY.

* Requires registration online or with a smartphone to connect applications

HOW TO GET STARTED

ORDER

Business owner
orders Digital
Signage Solution kit



FULFILL

OEM/Disti/SI/VAR
pre-configures the 6th Gen
Intel® processor-based PC with the
SmarterSign manager application



Intel® Compute Stick
pre-configured with SmarterSign
player application



DEPLOY

Business owner
uses the 6th Gen Intel
processor-based PC



Intel® Compute Stick
pre-configured

Custom Gift Box 19.99

Custom Postcard 10.99

Seasonal Bouquet 17.99

Candle Combo 24.99



THANK YOU



6TH GEN INTEL® CORE™ PROCESSOR

Your old PC can't touch this

- Enable new business models
- Take productivity and collaboration to new levels—and new places
- Offer up to 2.5x better productivity^{1, 2}
- Deliver 3x longer battery life^{1, 3}
- Enjoy 30x graphics improvement compared to the previous generation^{1, 4}



INTEL[®] COMPUTE STICK

Small footprint, big potential

- Transforms any HDMI monitor into a digital sign
- Is the size of a pack of gum
- Offers the performance retailers need
- Delivers the security retailers require
- Is perfect for digital kiosks and POS displays
- Supports 4K video

