IAdea
DEUTSCHLAND

Getting Back to Business: 3 Essential Steps Every Store and Restaurant Should Take Before Reopening

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Returning to Retail in Confidence:

The COVID pandemic has changed the world forever, especially for business. To create an environment that's safe for those working and imbues trust for customers to visit, business managers can leverage IAdea digital signage solutions for retail and remote services. With the capacity to make immediate updates to display content, broadcast public health awareness messages, and control store capacity with live occupancy counting, these solutions offer a wide variety of benefits that are easy to deploy.

STEP 1

Create a Safe Environment with Access Management

- Regulate the occupancy level by controlling entrance points
- Remind and reinforce social distancing
- Entrance signs that politely inform customer etiquette

STEP 2

Communicate with a Digital Bulletin System

- Share latest store news & product promotions. Update them at any time.
- Show rolling public health announcements and personal health advice

STEP 3

Embracing WFH (Work From Home) and other Remote Working

- Enabling a remote & flexible working environment while retaining productivity
- Ensure remote staff can monitor and manage in-field devices & update display content

IAdea Enhances Retail

People Counter for Live Occupancy Monitoring

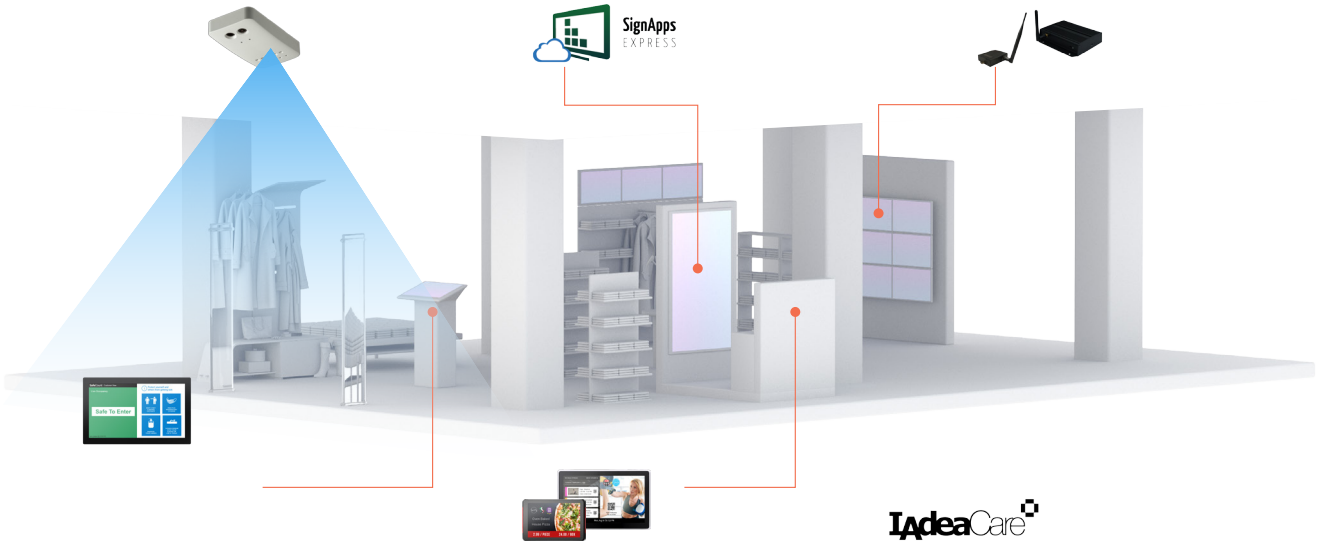
People Counter for Live Occupancy Monitoring
Reliable people counting technology features advanced functions like staff detection, dwell time measuring, anonymous counting, and the ability to connect multiple units to cover wide areas in a single count.

Remote Content Management

Bundled with all IAdea players and signage, SignApps Express is a web-based, 'elementary level' tool enabling even digital signage beginners to create, schedule, deploy, and manage a content playlist. Including the ability to automate the on/off time of the signage display.

Touchless Interactive Kiosks / E-Posters

Enhance the shopping experience with vibrant, informative, and engaging visual communications like brand advertisements, in-store promotions and events. Create meaningful brand-to-fan connections that stand-out with stunning 4K graphics, split-screen capabilities, and even interactive opportunities.



Spectacular Displays for End-Cap Promotions

IAdea Non-Touch All-in-One Smart Display offers brands the opportunity to showcase their product and brand identity with high resolution digital advertisements and interactive product demos that leaves a lasting impression on customers.

Shelf-Edge Interactive Signage with LED Light Bars

IAdea All-in-One Smart Signage creates a new and exciting browsing experience for your customers. With flexible installation where you need it, and a display that is clear to see from a distance, it gives the best presentation right where the opportunities are. Integrate with sensors to offer an even more personalized shopping experience.

Remote Device Management

IAdeaCare — A web-based platform for IT and signage managers to monitor in-field IAdea signage using system playback snapshots in an easy to view grid; assess real-time connectivity and up-time status, and update device configurations including license management.

STEP 1

Creating a Safe Environment with Access Management

IAdea Digital Signage
+
Irisys People Counter

Shops and markets are essential parts of our everyday life. With COVID-19, being able to shop in stores where social distancing is maintained is just as important as knowing what is on sale. To offer shoppers and employees peace of mind, stores can leverage people counting technology to regulate occupancy using digital entrance signage to grant shopper access.

IAdea Non-Touch Smart Display

XDS-2285, 22-inch all-in-one display, is a perfect balance between easy-to-install and widescreen that offers more view-space. It can split-screen into “Safe to Enter” or “Do Not Enter” instructions and also show store announcements simultaneously.

irisys

SignApps EXPRESS

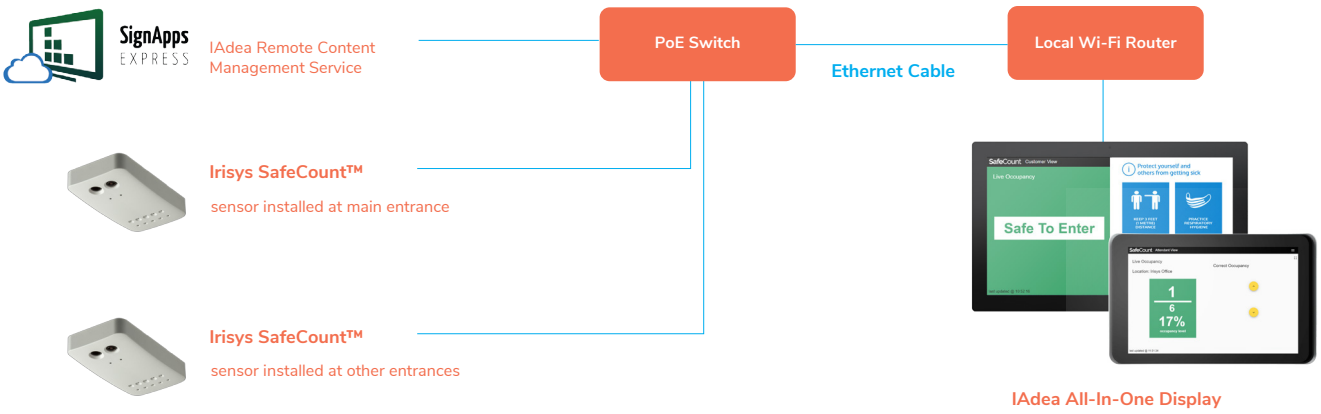
Anonymous Live Occupancy Monitoring

Powered by PoE and about the size of your palm, Irisys 4D Vector People Counter is appliable for all kinds of entrances. Staff can easily monitor the SignApps Express offers management the convenience of remotely deploying access control with a split-screen for promotional or informational opportunities in just minutes. Staff have the flexibility to easily showcase video, images, and other forms of media.

IAdea Remote Content Management

SignApps Express offers management the convenience of remotely deploying a split access control and promotional screen in minutes. Editors have the flexibility to insert or stream video, images, and other forms of media with a click of a few buttons.

Integration Diagram



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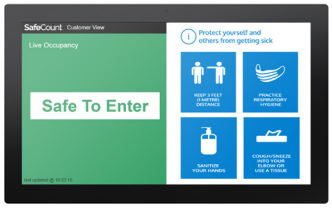
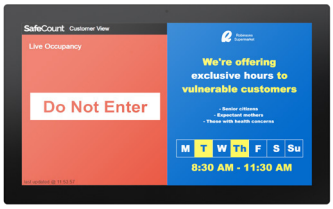
Easy ‘Minute to Split’ Screens

Access Control + Public Health Notices



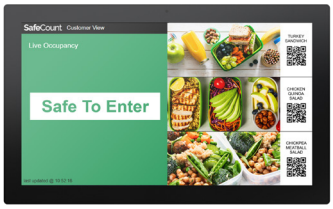
Entrance signs with public health notices remind shoppers to double-check if they are wearing masks, have used hand-sanitizer, and to maintain social distancing after entering the building.

Access Control + Store Information



Is Sunday a designated shopping day for the elderly or frontline workers? Made a change to the store hours? Always keep your shoppers updated at the entrance.

Access Control + Promotions & Coupons



Shoppers are always looking for the best deals, even during the pandemic. Promoting sales and deals at the entrance keeps the shopping enjoyable and helps shoppers save money.

STEP 2

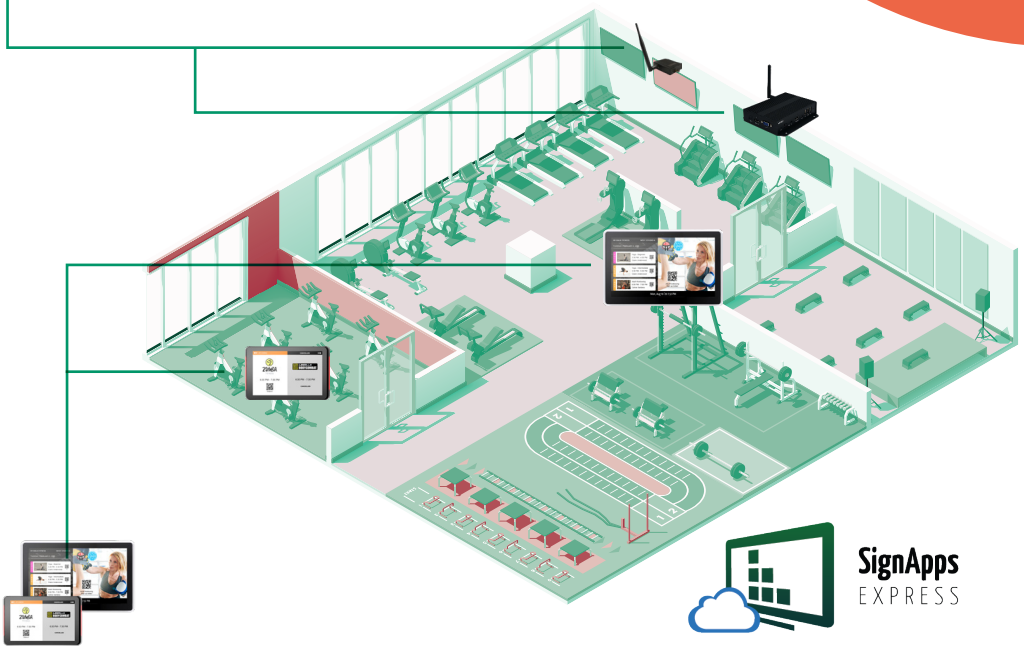
Communicate with a Digital Bulletin System

IAdea Digital Signage
+
IAdea Remote Content Management Service

Businesses can get people back to shopping with confidence by ensuring its locations are consistently communicating to the customers and staff in a safe, accessible, and transparent way. By deploying clear signage throughout multiple facilities, on big screens, counter displays, or door and hallway signs, management can broadcast the latest announcements and messages to all stores from a remote central office.

IAdea Media Player Series

Plug & play HD/FHD/4K media content is quick to install and easily scalable. IAdea players can even connect to large video walls that loop promotion videos, service information or interactive kiosk experiences.



SignApps EXPRESS

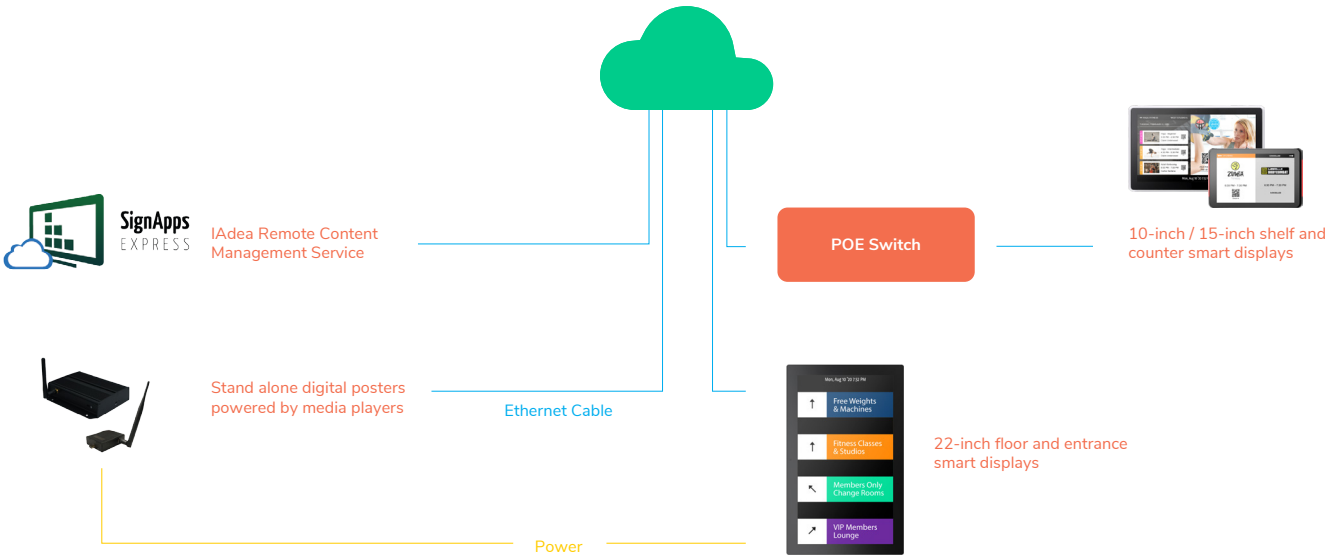
IAdea Smart Signage

Door and wayfinding signs with LED light bars save customers the embarrassment of entering the wrong room. In addition to displaying room schedules, it can also entertain customers with engaging videos and images and interactivity using mobile. management provides consistency in brand communication and alleviates each location from the task of maintaining it.

IAdea Remote Content Management

SignApps Express enables remote offices to create unique signage templates that can be used as the brand baseline for future content. It can then deploy playlists of content to any number of in-field devices at once. For multi-location businesses, remote content

Integration Diagram



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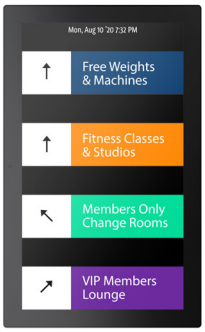
‘Build-Your-Dream-Screen’ Screens

Promotion Ad + Schedule / Agenda

Consistent communication means promoting accessible and useful information at the door, like upcoming events, touchless on-site registration, and event schedule updates, can help keep customers informed and encourage last-minute participation.

Room Wayfinding + General Info (Widget)



Hallways, entryways, lobbies, and waiting areas are busy places that are ideal for on-the-go information updates. Wayfinding signage can help customers navigate to their destinations efficiently and avoid overcrowding spaces.

Facility Policies + Rotating Workouts + General Info (Ticker)

People prefer large screens that are easy to read, which makes them great for sharing vital information like customer etiquette, expert advice to try out, or even just basic information such as the time, weather, and contact info.

STEP 3

Embracing Work From Home and other Remote Working

IAdea Digital Signage
+
IAdea Remote Content Management Service

Allowing staff to return to work is pivotal for business operation. Leveraging remote services enables off-site employees to continue serving customers from homes and certain 'safe' offices. While on-site staff provides face-to-face customer service, off-site teams can create and update promotional content and monitor in-field devices to reduce the number of employees in-store and avoid service disruptions due to device failures.

IAdea Digital Signage

IAdea signage is deployable with minimal cabling and technical expertise. It offers flexibility for customization to satisfy all kinds of customer preferences and ensures consistency in the brand experience.

IAdeaCare

IAdea Remote Device Management

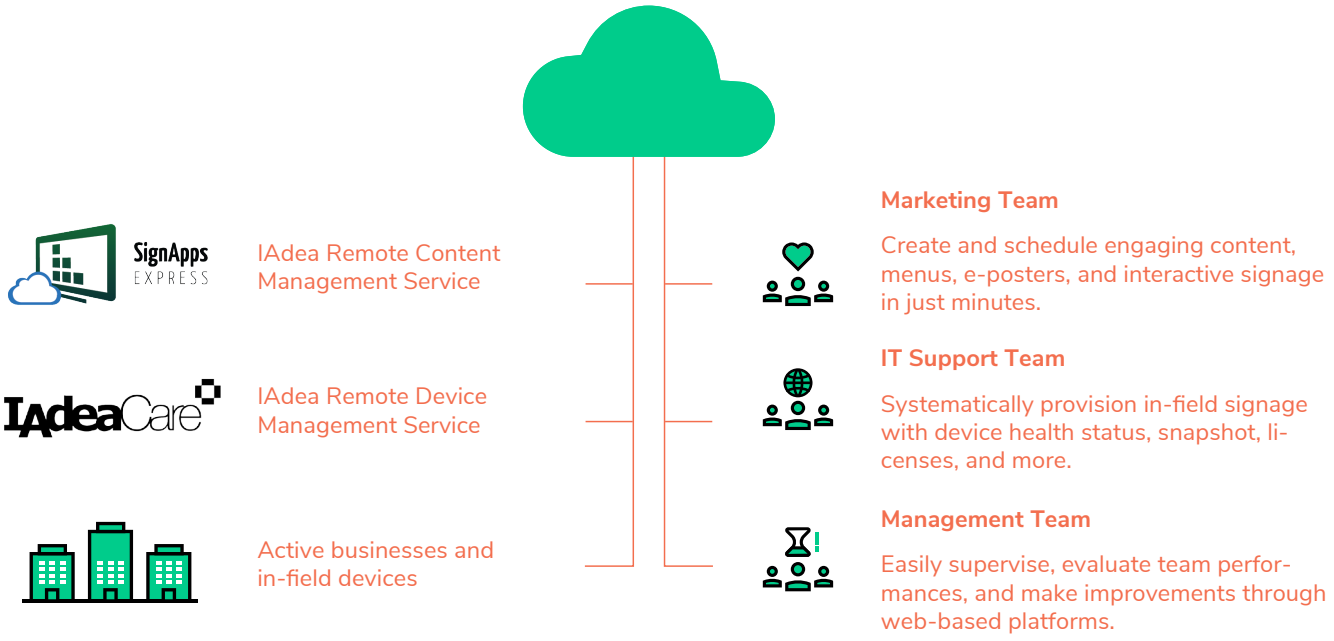
Unexpected black-screens and unsynchronized displays are an unsatisfactory to a brand image, in addition to affecting potential sales and operations. IAdeaCare enables remote monitoring all in-field IAdea devices via a grid-view, with administration options for basic system configurations to streamline maintenance.

SignApps EXPRESS

IAdea Remote Content Management

Effective branding is all about creating the same user experience, consistently across all stores. SignApps Express ensures remote central offices are scheduling and deploying the same high-quality, customized-to-brand content to designated in-field IAdea signage throughout any number of locations.

Integration Diagram



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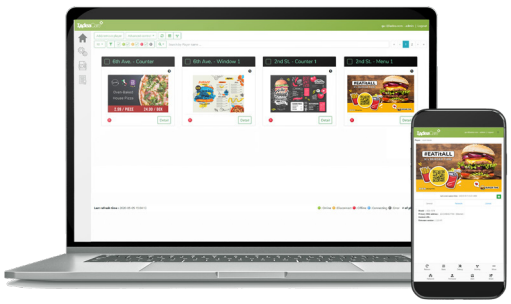
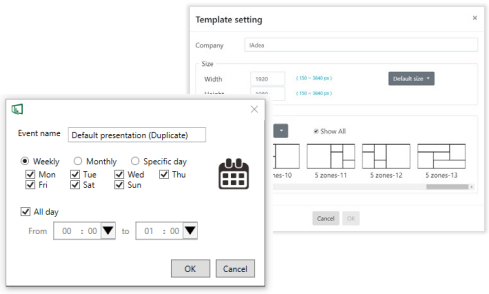
Experiences and Productivity are Built On Good IAdeas

How about a news feed for your in-field signage? Simply scroll, scroll, scroll.



Check your in-field signage status over a morning coffee. In IAdeaCare, you can quickly scroll through screen snapshots, connectivity status, and license status in a complete overview or location-based groupings.

The same easy editing and scheduling experience, every time.



Deploy customized-to-brand content by inserting images, videos, media URLs, and widgets into different premade e-poster and menu layouts, then assign and schedule playlists. SignApps Express also supports scheduling the screen on/off time.

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