



INTERACTIVE SIGNAGE APPLICATIONS

SMART OMNICHANNEL RETAIL SOLUTIONS



IT'S ALL ABOUT THE CUSTOMER EXPERIENCE!

Customer experience plays a leading role in helping brick and mortar stores differentiate themselves from e-commerce platforms and apps. By creating unique and deeply satisfying experiences, retailers create a compelling reason for customers to break away from the monotony of online shopping and visit stores for their shopping needs.

Retailers are increasingly turning to digital and interactive technologies to enrich the in-store customer experience - by making it more engaging, convenient, educational or entertaining depending on specific customer needs. Interactive technologies offer a diverse range of solutions, adding measurable value and a „Wow“-factor to the retail experience.

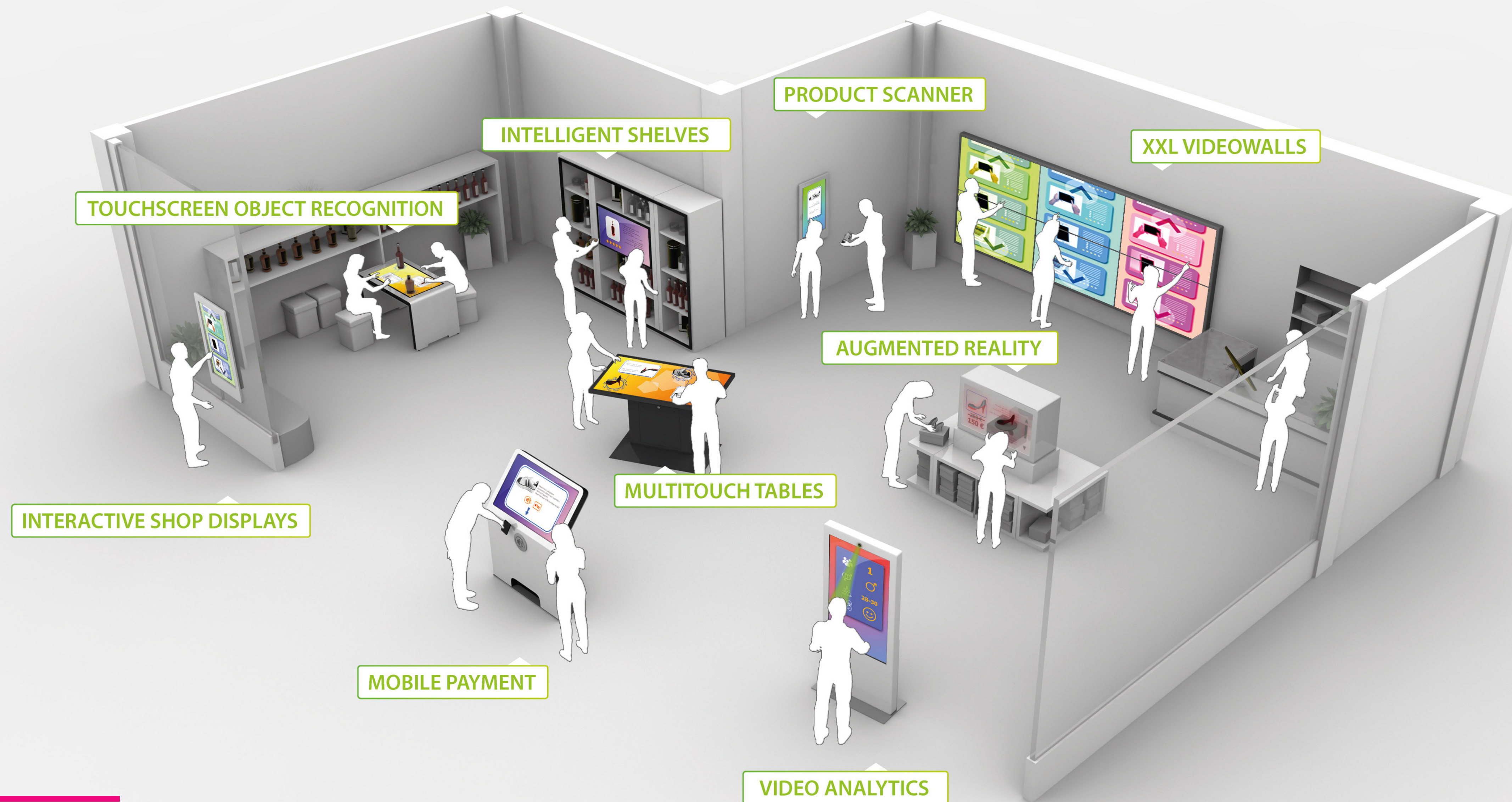
¹ [The New Store Shopper in High-Touch Retail \(Incisiv\)](#)

² [New Consumer Behaviors Accelerate Need for Companies to Focus on Experience for Long-Term Growth \(Accenture\)](#)

³ [Experience is everything: Here's how to get it right \(PWC\)](#)

⁴ [Customer Experience Impact Report \(Rightnow Technologies\)](#)

- i** **91%** of shoppers say they **miss the shopping experience in stores**¹.
- i** **73%** of all people point to customer experience as **an important factor** in their purchasing decisions².
- i** **54%** of consumers say customer experience at most companies **needs improvement**³.
- i** **1/3** consumers say they will walk away from a brand they love **after just one bad experience**².
- i** **86%** of consumers will **pay up to 25% more** for a better customer experience⁴.



INTERACTIVE SMART RETAIL SOLUTIONS

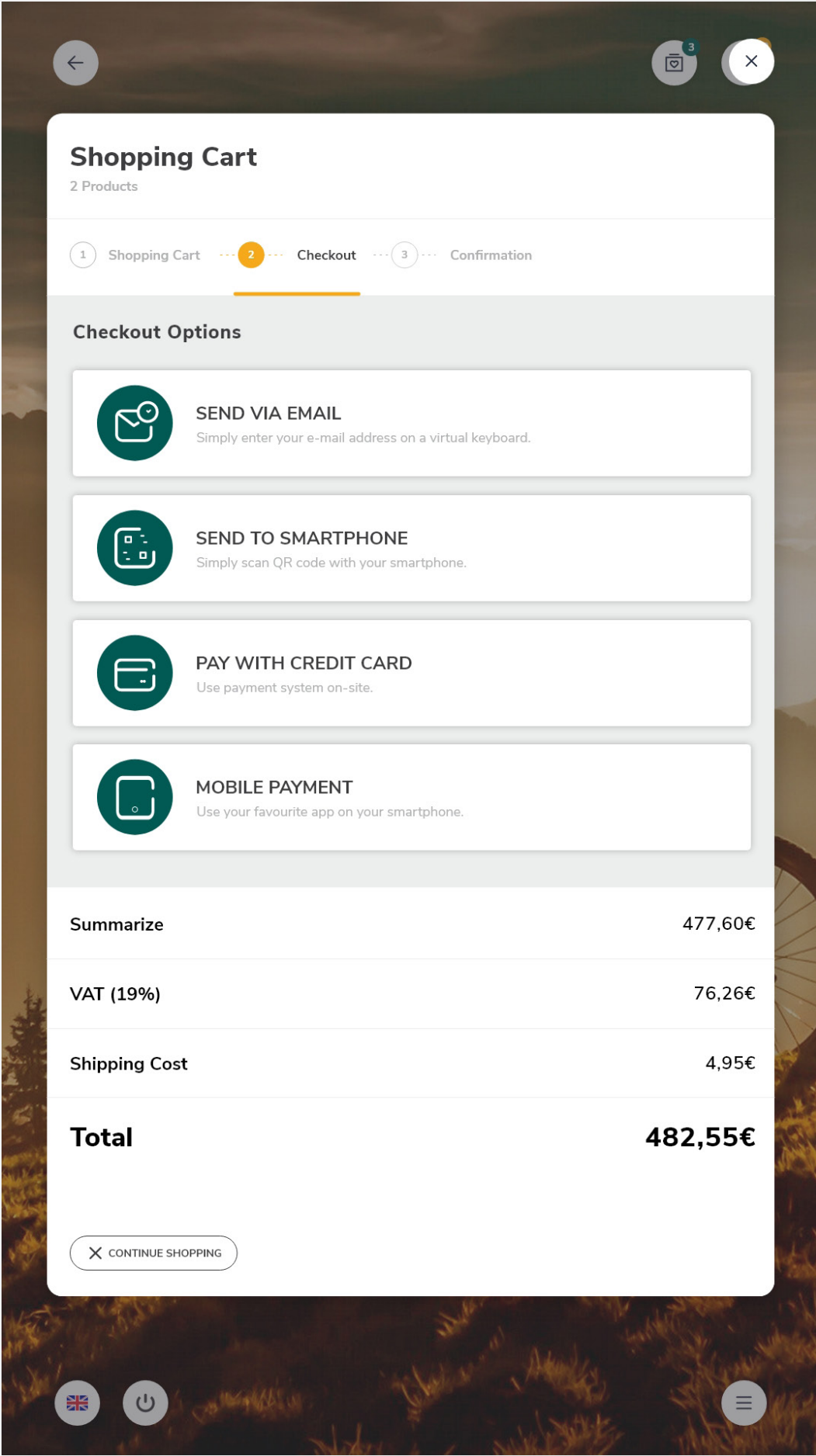
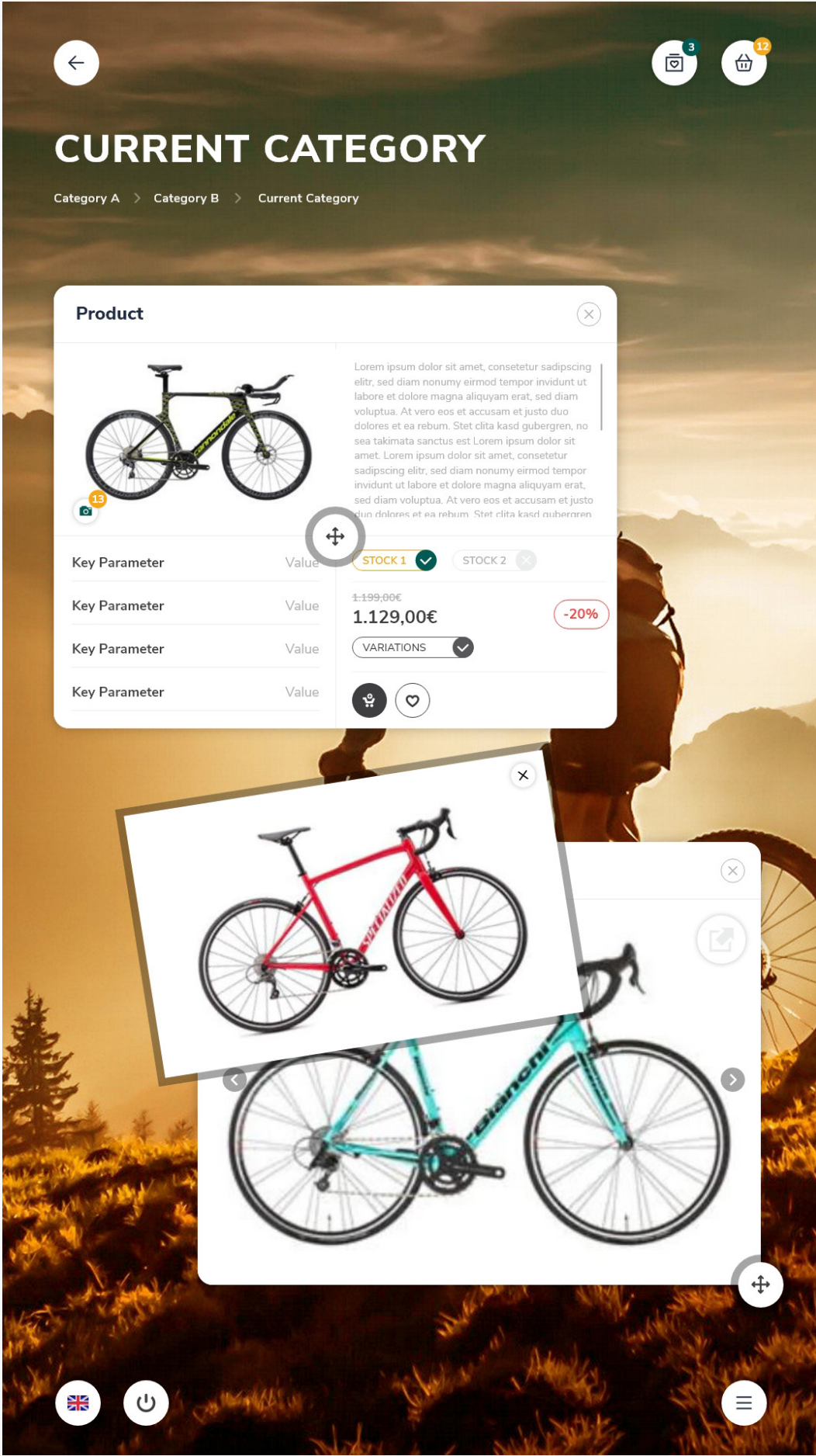
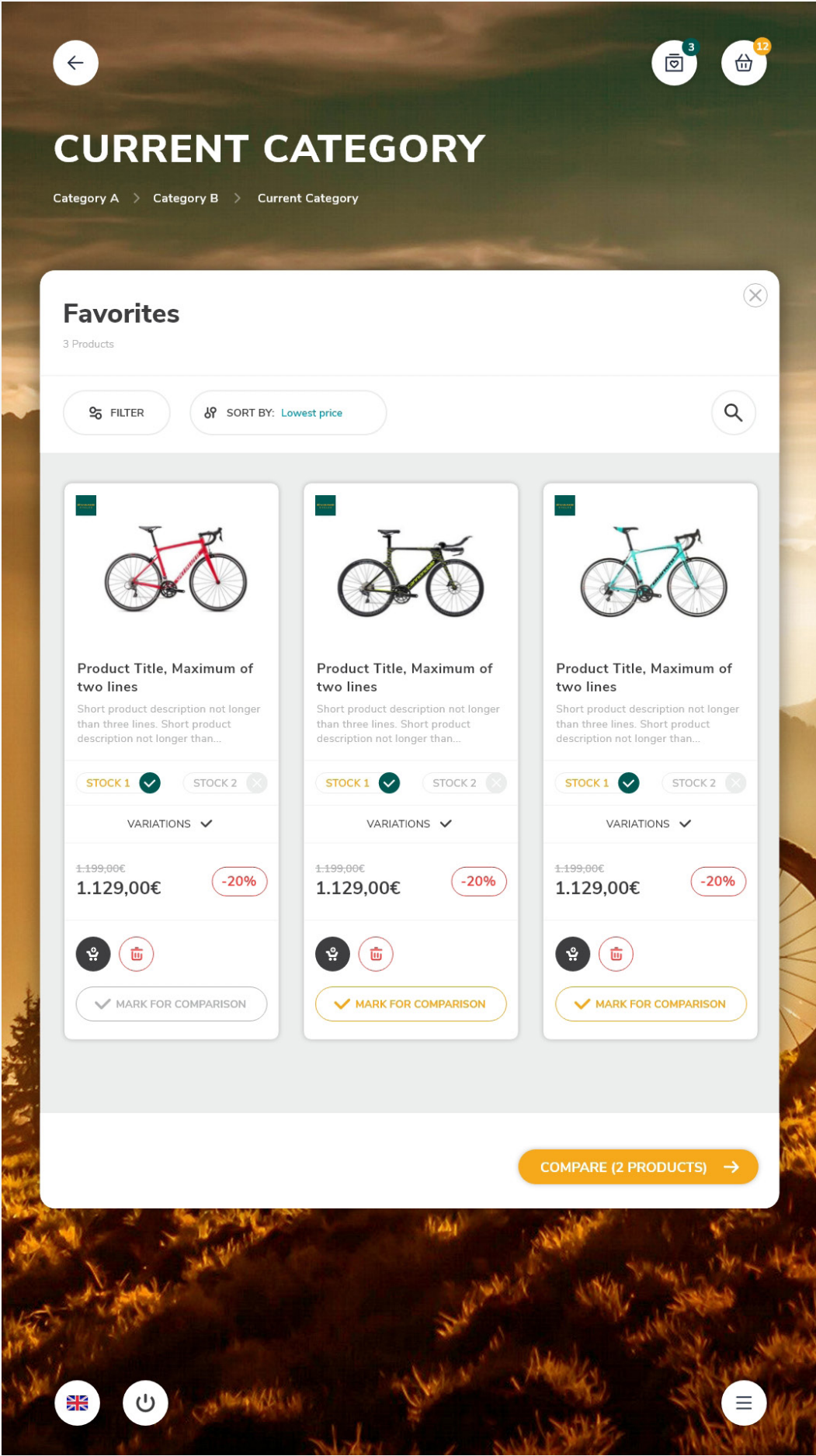
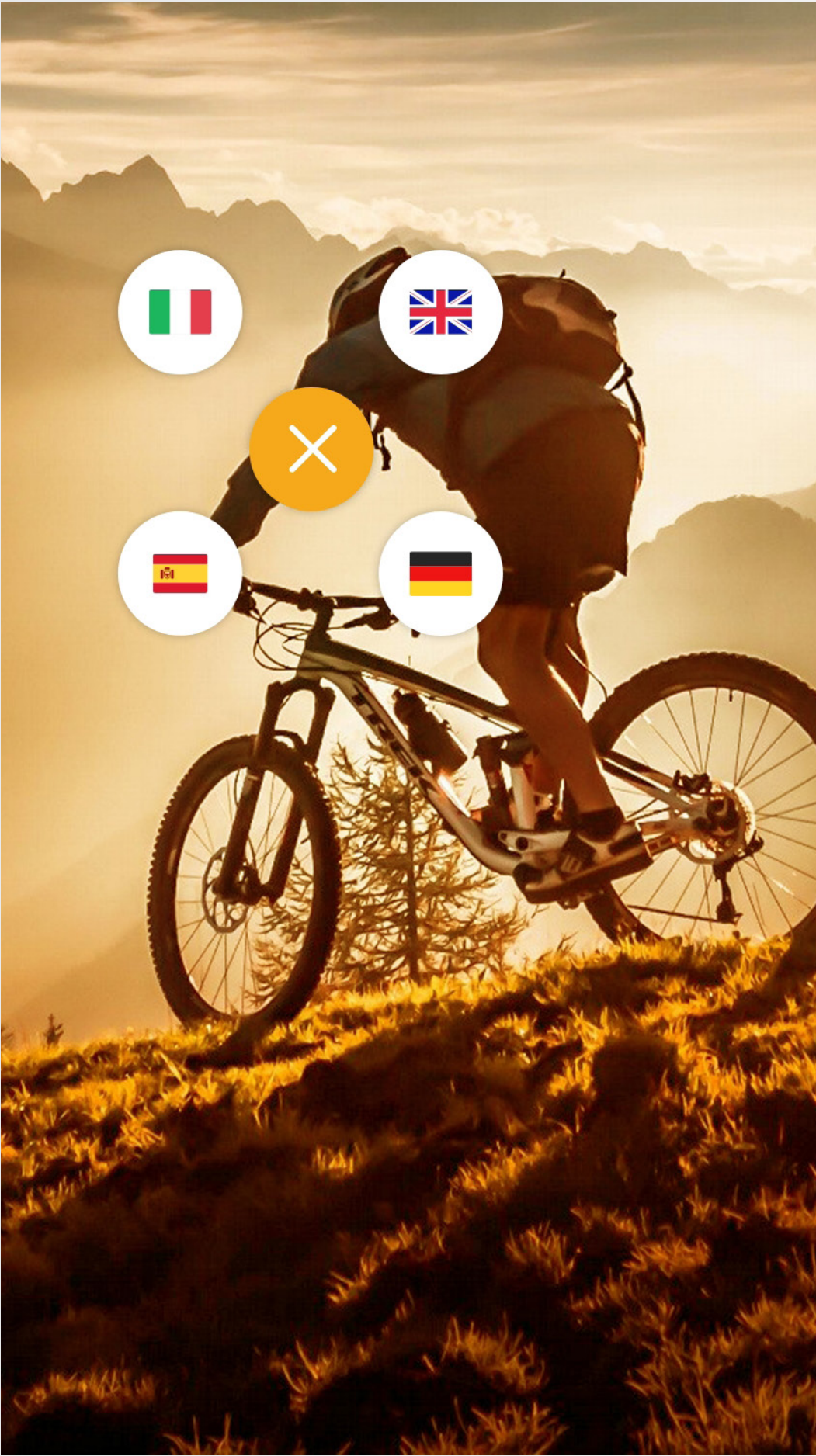
TOUCHSCREEN APP

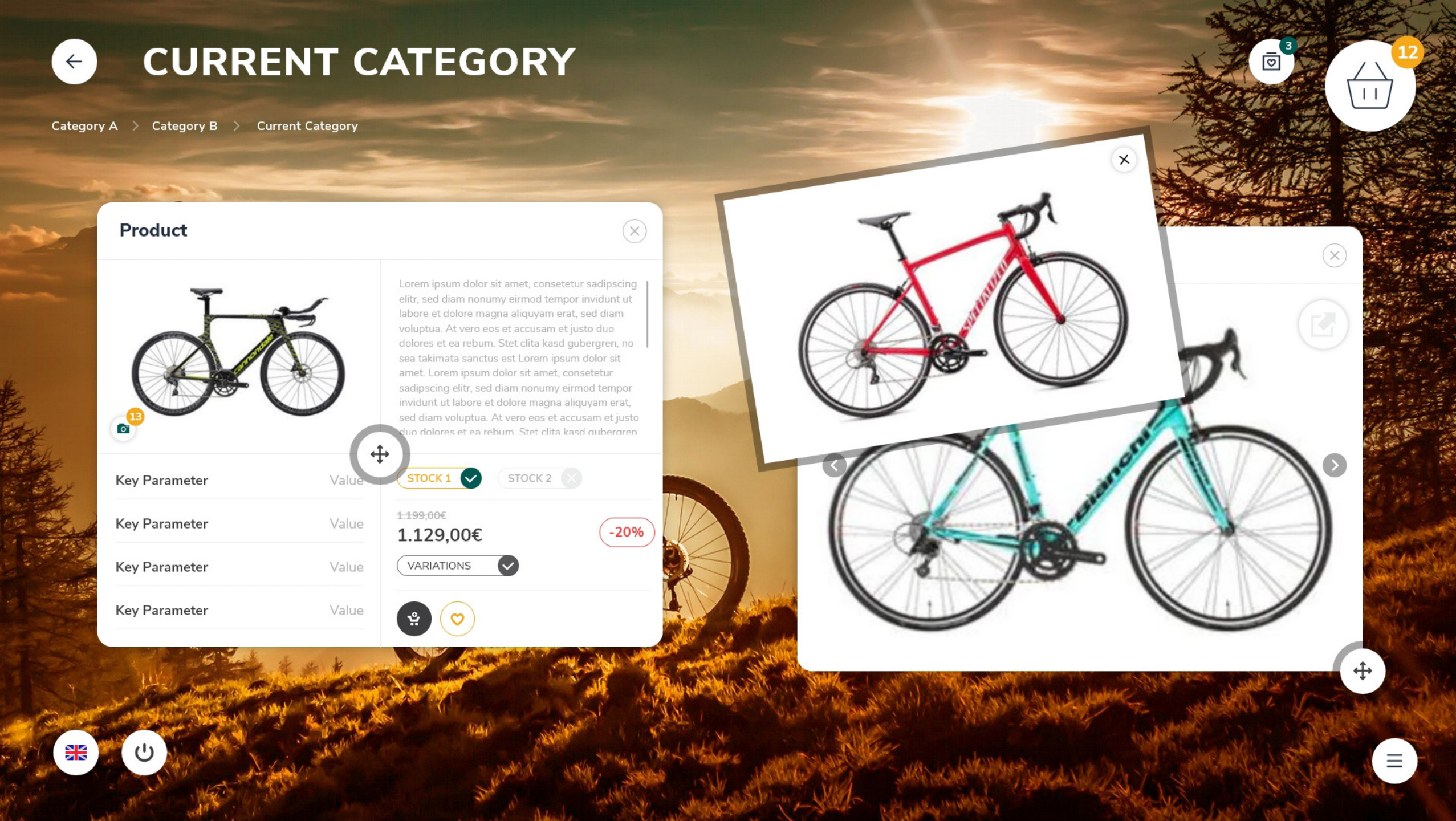
SHOPPING ASSISTANT: VIRTUAL PRODUCT GUIDE

Turn a visit to your store into an interactive experience: Your customers can browse through the entire digital product catalog on a large touchscreen directly in the store. The virtual shopping assistant takes them by the hand and offers various search functions to find the desired products quickly and easily.

The app supports a variety of different media formats such as product images, videos, PDF brochures or 3D models. It covers the complete customer journey: Various checkout options wrap-up the shopping experience and connect the offline world in the store with the e-commerce experience of the online world.







FULLY CUSTOMIZABLE

Powered by eyefactive's AppSuite CMS, the app can be fully customized to match every corporate design.



VARIOUS INTERFACES

Possibility to support product scanners, printers, cameras, voice control and more.



INTEGRATION OF ONLINE SHOPS

Connect to existing online shop platforms via standardized interfaces.



OPTIMIZED USER INTERFACE

Multitouch gesture support for smooth interactive smartphone feeling.



VARIOUS CHECKOUT OPTIONS

Mobile payment with the smartphone, card payment and much more...



SEAMLESS USER EXPERIENCE

High performance and security through offline availability of all data.





TOUCHSCREEN SYSTEM

MIRA SELF-ORDER KIOSK TERMINALS

This interactive multitouch self-service kiosk offers a familiar smartphone-like touch experience at the point of sale. At the POS, customers can browse the entire product portfolio independently at interactive self-order terminals and put together a virtual shopping cart. By integrating QR codes or payment interfaces, the payment process can also be fully automated.

- ✓ Interactive kiosk system with touchscreen in various sizes, wall-mounted or with floor stand.
- ✓ Connected to eyefactive's touchscreen app platform for cloud features, updates, monitoring and analytics.
- ✓ Optional gadgets such as product scanners (1D/2D), webcam, thermal printer and payment interfaces.

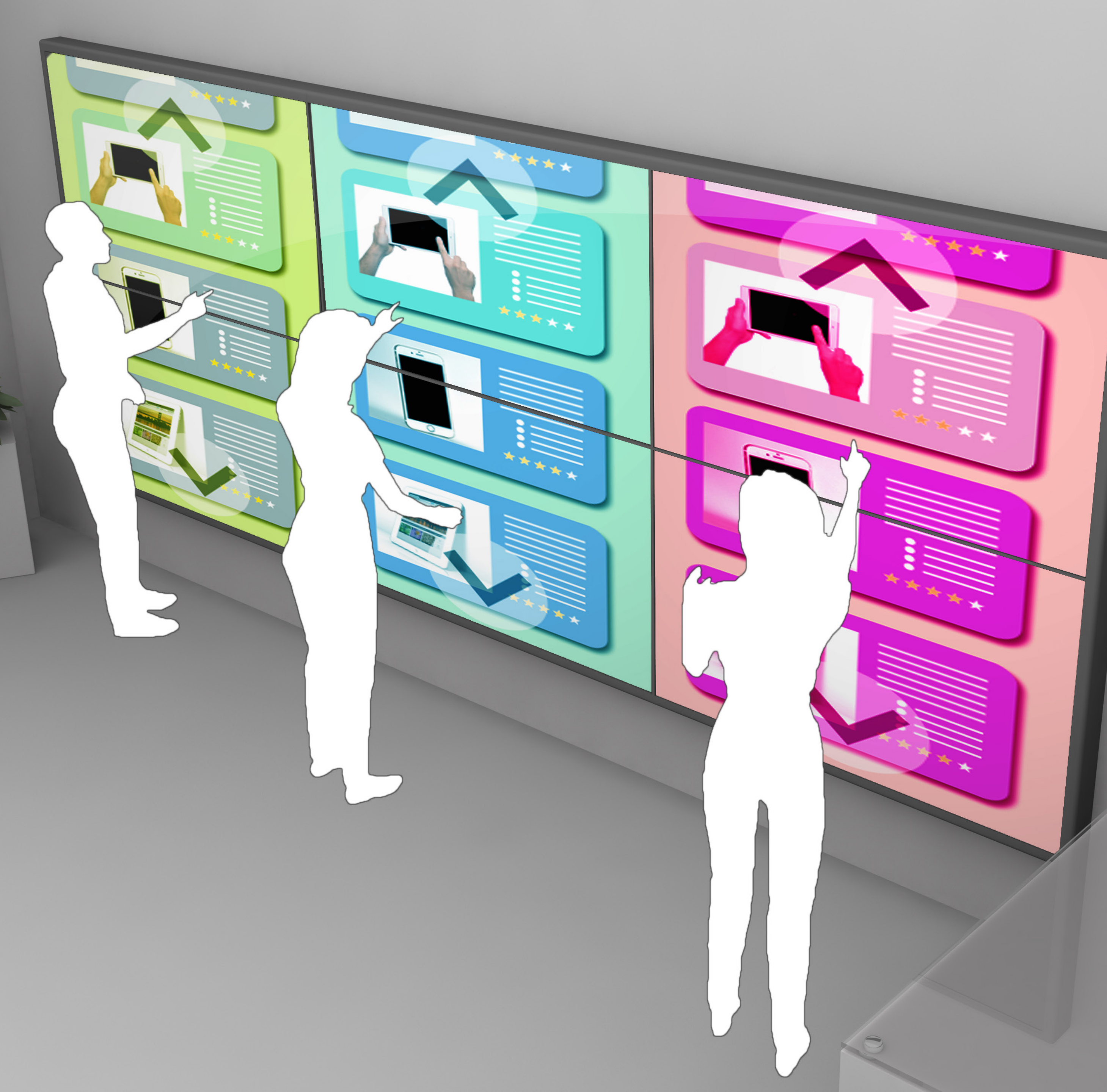
RETAIL TECHNOLOGY

TOUCHSCREEN OBJECT RECOGNITION

Amaze customers with innovative object recognition on any touchscreen system: Products are magically recognized by the displays as soon as they are placed on the surface or held up to a screen. Depending on the application, additional virtual information open on the screen, which can then be further operated via intuitive touch control.

- ✓ Touchscreen hardware, tangible marker chips along with customizable apps available.
- ✓ Technology available as a third-party development plugin or integrated within eyefactive's AppSuite CMS.





TOUCHSCREEN SYSTEM XXL VIDEOWALLS

Combine single displays to create a large-scale touch screen wall. A premium IR touch-frame facilitates the multiuser interaction for several people. A special multimedia PC is required for extremely high resolutions.

- ✓ Various layout options to fit different store concepts at the point of sale.
- ✓ Connected to eyefactive's touchscreen app platform for cloud features, updates, monitoring and analytics.

TOUCHSCREEN SYSTEM

SEMI-TRANSPARENT TOUCHSCREENS FOR AR SOLUTIONS

Innovative product presentation of the future: A semi-transparent display creates a virtual information layer in front of the physical product. Augmented reality allows retailers to combine real products with virtual information. Customers can also get additional information about the products on the transparent touchscreen by intuitive touch input.

- ✓ Various formats of HYPEBOX or POLARIS touchscreen systems for augmented reality solutions at the POS.
- ✓ Connected to eyefactive's touchscreen app platform for cloud features, updates, monitoring and analytics.





RETAIL TECHNOLOGIES

RETAIL TOUCH ANALYTICS

Interactive touchscreen solutions enable retailers for the first time to measure and evaluate real „click data“ at the POS using touch points. Valuable information that was previously only available in e-commerce. With true retail analytics, retailers can evaluate their innovative store concepts in detail and optimize them effectively. In combination with anonymized face recognition technology, further valuable data about your customers can be obtained.

- ✓ Touch analytics enable retailers for the first time to measure and optimize the in-store experience.
- ✓ Connected to eyefactive's touchscreen app platform for cloud management features.

WORLD'S FIRST B2B TOUCHSCREEN APP PLATFORM

Every touchscreen hardware needs a corresponding software to make optimal use of the advantages of large interactive displays. With the eyefactive AppStore, a whole platform with ready-to-use apps of different categories is available. With customizable touchscreen apps, retailers can develop innovative solutions for interactive customer experiences with minimal effort, and without any programming knowledge.

- ✓ **APPSTORE** A growing number of ready-to-use, customizable apps in the world's first B2B marketplace.
- ✓ **APPSUITE** Content management software as the central operating system, connects to AppStore.
- ✓ **APPCLOUD** Cloud management of all systems and projects. Roll-outs of any size can be easily deployed.
- ✓ **APPSDK** All apps are based on eyefactive's multi-awarded software development framework.





AMAZE CUSTOMERS, BOOST SALES

Deliver exciting interactive customer experiences to get maximum attention for your brands, products and services.



REDUCE COSTS

Lesser staff and physical products on site helps to reduce costs while having all products available in digital form.



TRUE OMNI-CHANNEL EXPERIENCES

Integration of smartphones through interfaces like QR, RFID and NFC.



REALTIME ANALYTICS

Accurately measure the input of your customers on a touchscreen - and thus effectively optimize your in-store marketing.



24/7 SHOPPING

With self-service touchscreen solutions, your customers get access to all of your products and services, even after closing time.

WHY INTERACTIVE SIGNAGE FOR RETAIL?

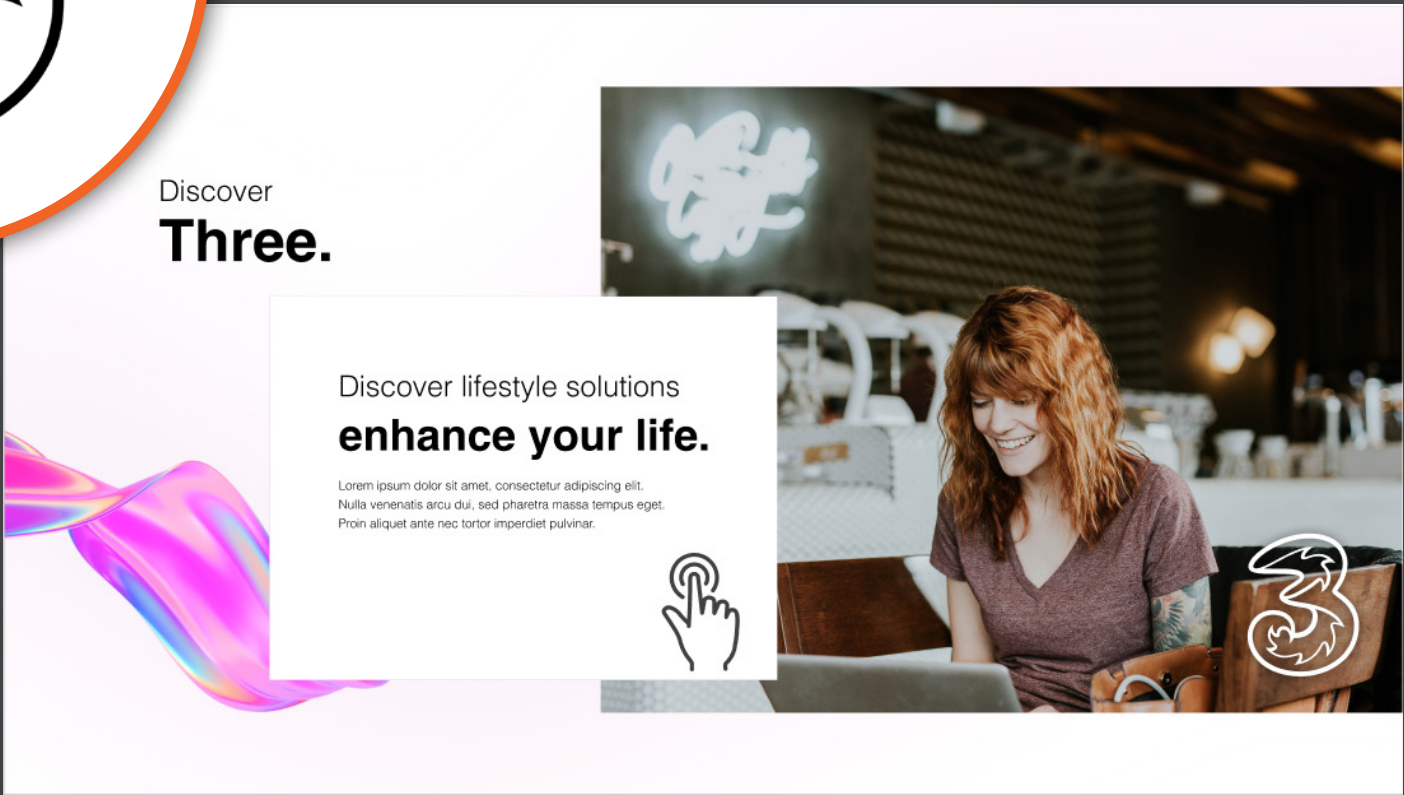
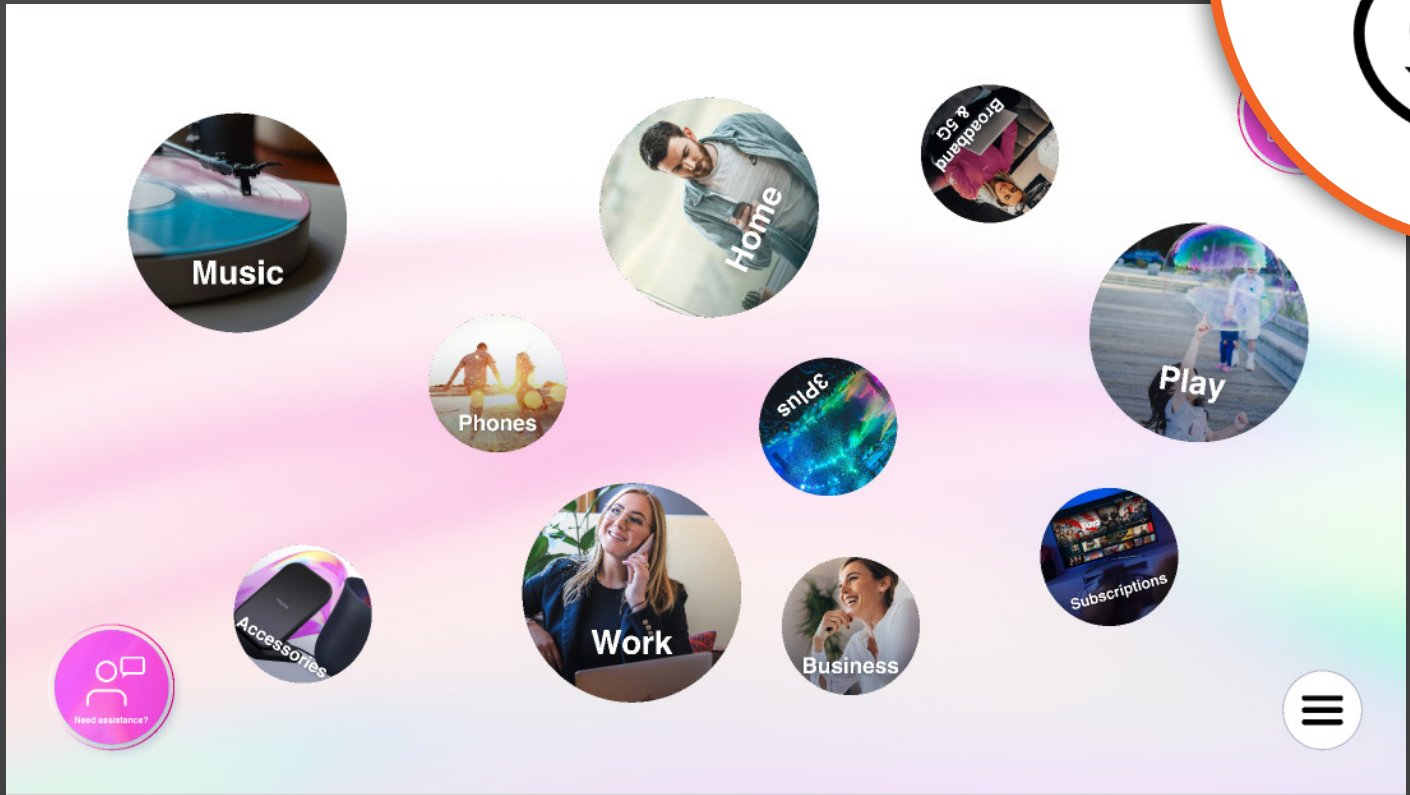
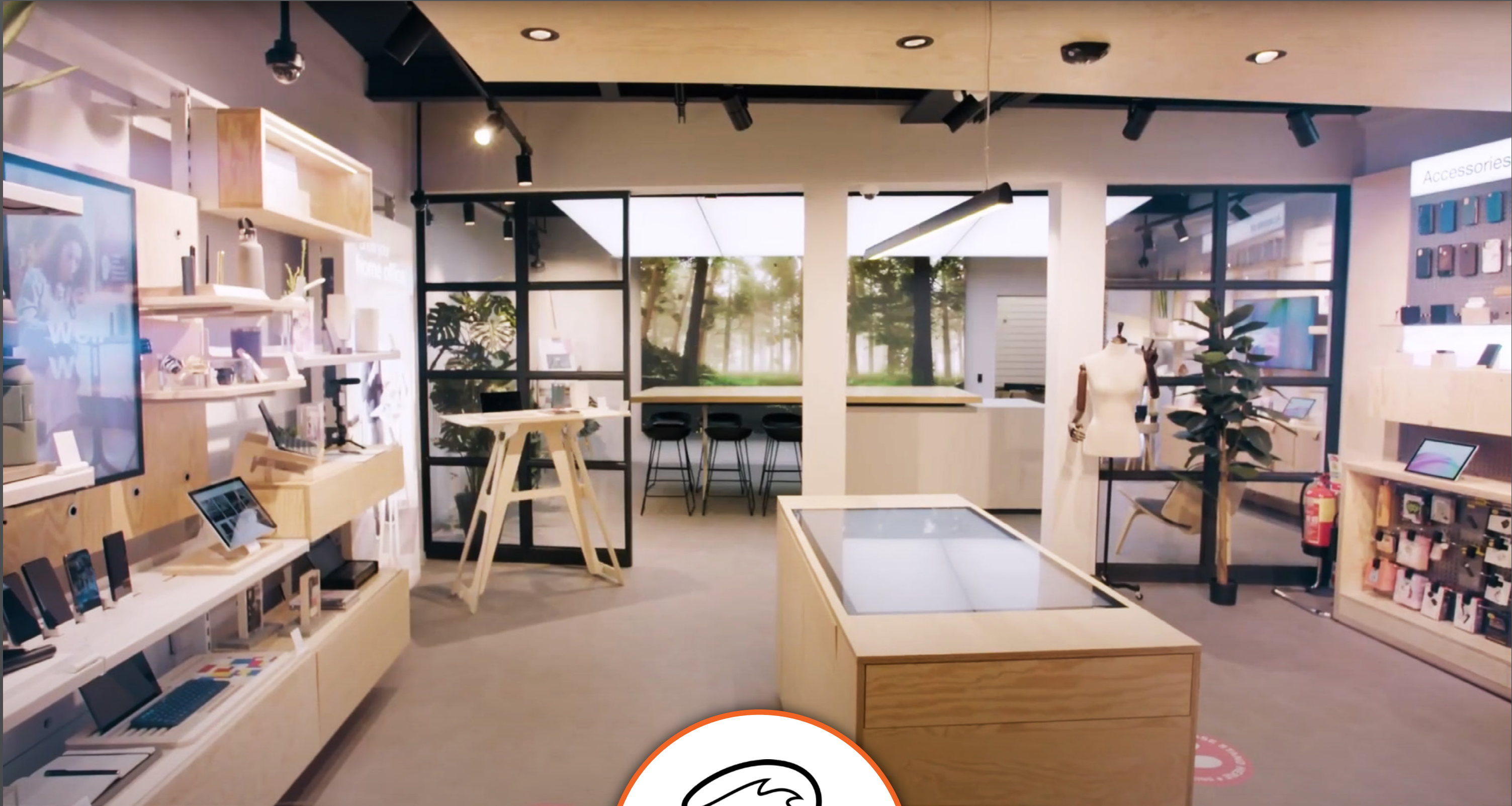


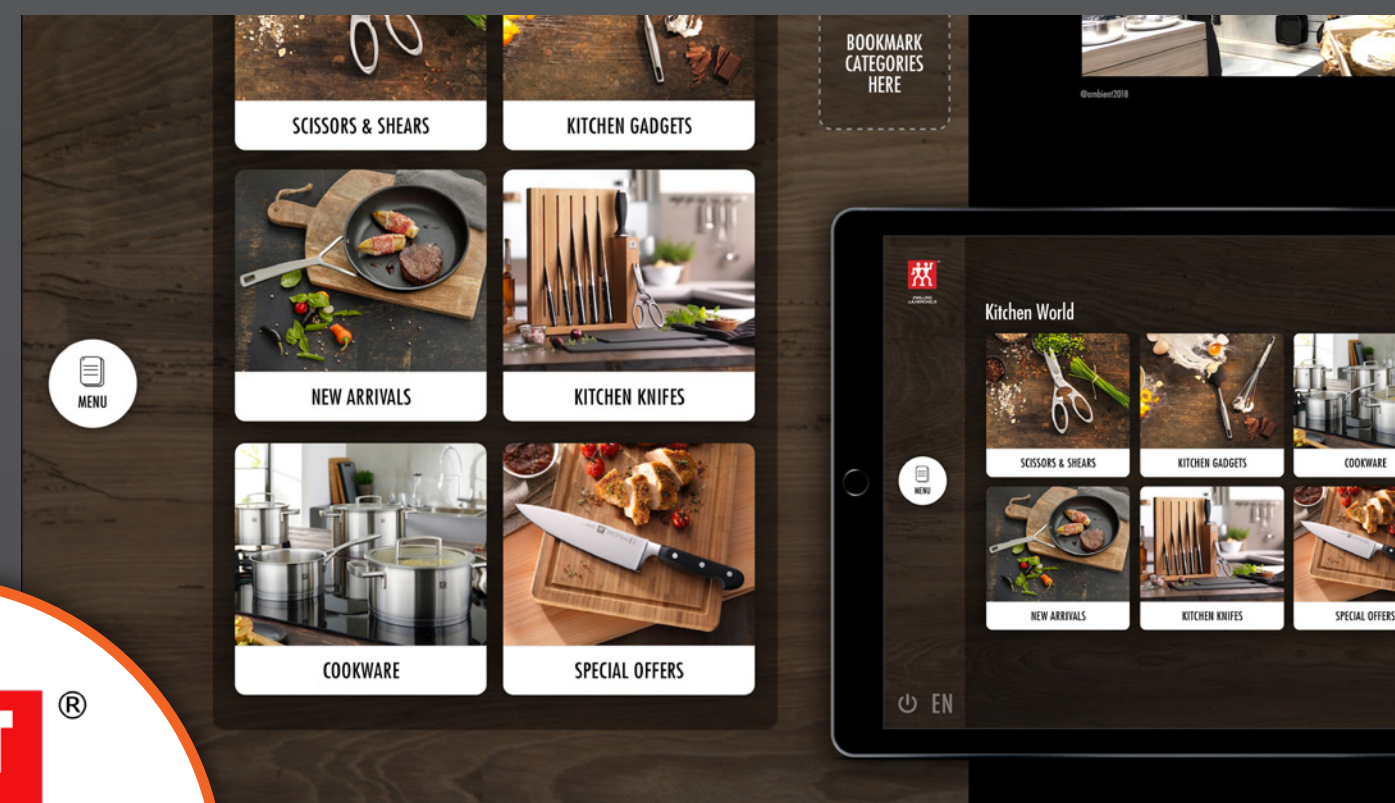
THREE IRELAND

FUTURE STORE CONCEPT

Based on Three’s research, their customers love real-life shopping but expect a better on-site experience. Bringing up a new future store concept, Three asked eyefactive to provide interactive touchscreen solutions which integrate seamlessly with the corporate design and connect to the existing online shop platform. The store concept will be rolled out countrywide to all 60 stores by the end of 2023.

- ✓ Innovative store concept using interactive touchscreen solutions by eyefactive.
- ✓ Various touchscreen solutions using software, object recognition technology and hardware.
- ✓ Roll-out to all 60 stores in Ireland by the end of 2023.





ZWILLING

SMART SHOPPING GUIDE

eyefactive develops an interactive touchscreen software for Zwilling as an innovative store concept for the retail space. The award-winning POS solution combines the online product portfolio with an on-site local interactive shopping experience for the customer.

- ✓ Innovative smart retail solution: interactive product guide with +2.500 digitalized products.
- ✓ Cross-channel features: various checkout options via QR, e-mail or direct payment.
- ✓ Global roll-out in flagship stores and shop-in-shop locations.
- ✓ Easy product recognition via RFID chips, which opens the respective information on the screen.

OPTIMUM-MEDIA

VIRTUAL SHELVES FOR PHARMACIES

The use of traditional storage and retail shelves can be an expensive and time-consuming challenge. Whereas just one interactive display can contain and present as many different digital shelves as required.

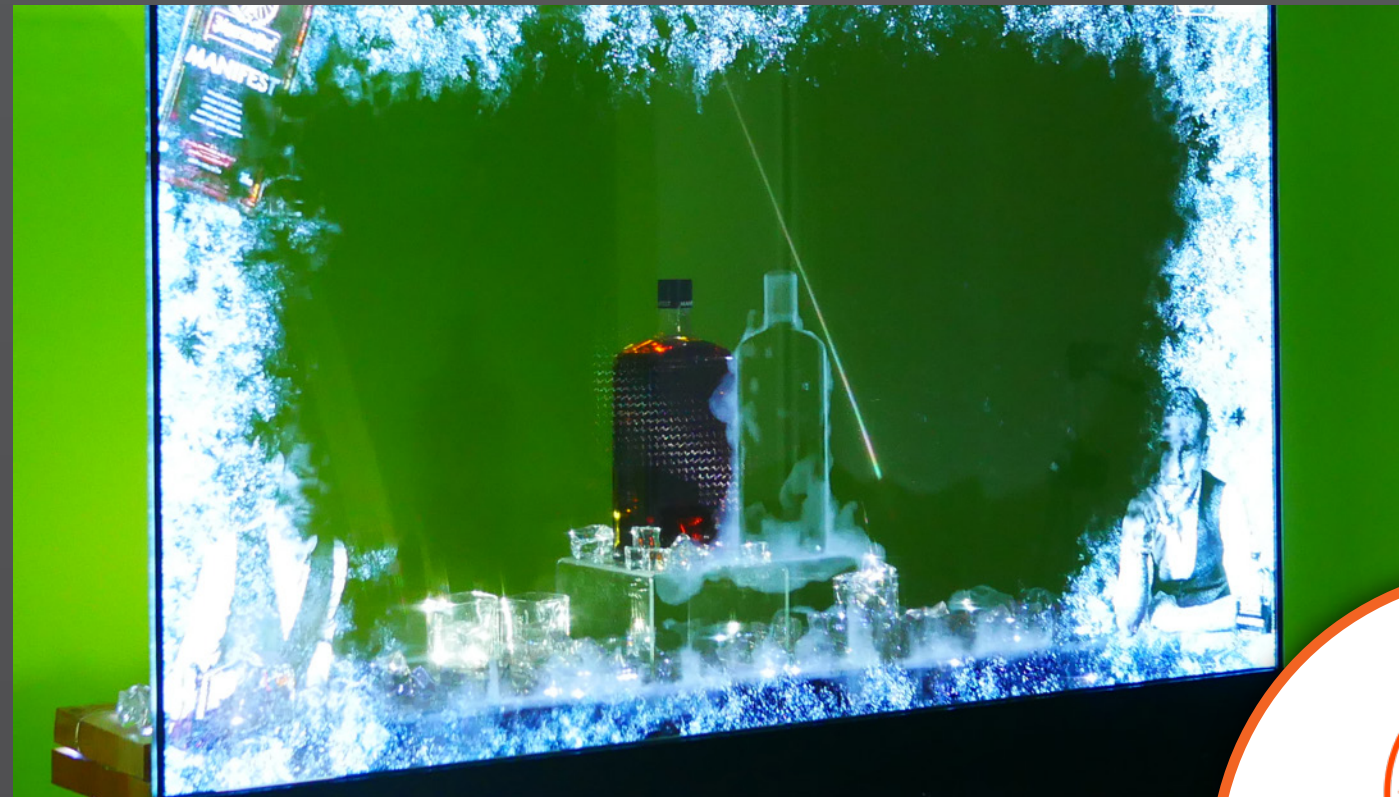
Staff members have access to the internal content management system of the interactive *ApoShelf* software for a simple and quick configuration - no programming skills needed. The design of virtual shelves is completely customizable.

- ✓ Endless aisle retail solution to optimize the customer experience in pharmacies.
- ✓ Custom made app *ApoShelf* provides innovative user experience for both staff and customers.
- ✓ Powerful editor enables pharmacists to create virtual shelves easily as desired.
- ✓ App connects to online product database, cashier system and order picker robot.



OPTIMUMmedia
future of visual & touch systems





JÄGERMEISTER INNOVATIVE AR RETAIL SHOWCASE

The Jägermeister retail showcase is the centerpiece of an integrated campaign designed to create brand awareness while reinforcing key brand attributes, using innovative smart retail technologies. In addition to viewing the physical product from all angles, consumers are also allowed to interact with the display, using customized touchscreen apps from eyefactive's app platform.

- ✓ Augmented reality showcase: physical product combined with a virtual informational layer.
- ✓ Semi-transparent T-OLED touchscreen creates a Wow-effect.
- ✓ Interactive apps provide additional information about the brand.



+30%

MORE REVENUE

As a consequence of the success of the touchscreen enabled PIZZADOOR vending machine, ADIAL's revenue has grown by over 30% per annum over the last four years.¹

+33%

ADDITIONAL SALES

80% of brands experienced a significant increase of up to 33% in additional sales by using digital signage.²

+49%

ENHANCED IN-STORE EXPERIENCE

49% of Millennial and Gen Z consumers have gone to physical stores more often because of enhanced in-store experiences.⁵

-35%

REDUCED WAITING TIMES

Digital signage improves queue management and reduces perceived wait times by more than 35%.³

+64%

INCREASED CUSTOMER ENGAGEMENT

64% of digital signage users cite increased customer engagement as the main benefit of digital signage.⁴

1 <https://www.zytronic.co.uk/case-studies/detail/adial-pizzadoor>

2 <https://www.digitalsignagetoday.com/news/nielsen-study-dohh-increases-revenue-at-the-point-of-sale-2>

3 <https://www.digitalsignagetoday.com/articles/the-business-case-for-digital-signage-in-the-waiting-line>

4 <https://tra.systems/digital-signage>

5 <https://www.microdinc.com/blog/interactive-retail-stores>



SPECIAL OFFER

PILOT PROJECT

We help you setting up a smaller pilot project to see first results and optimize your ROI before rolling out on a larger scale with your individual pilot bundle.

- ✓ **DURATION** We recommend a duration of at least 3 months in order to get reliable results.
- ✓ **HARDWARE** Depending on the location and use case, 1-2 systems would be implemented, either touchscreen kiosk terminals, displays or tables.
- ✓ **SOFTWARE** A software project will be set up depending on your requirements, including your content and corporate design.
- ✓ **SERVICE** On-site setup, live monitoring and on demand service.
- ✓ **ANALYTICS** We provide you with precise touch data to evaluate the pilot projects success.

WHY EYEFACTIVE?



INDUSTRY PIONEERS

Since 2009, eyefactive shapes the industry of large-scale touchscreen solutions as a pioneer of interactive digital signage.



ONE STOP SOLUTIONS

On request, customers receive turnkey solutions consisting of software, hardware, technologies and services.



INTERNATIONAL NETWORK

We are grateful for a trustful cooperation with our international customers and partners.



LEADING TECHNOLOGIES

Proprietary true multi-touch & multi-user software technologies and object recognition for all touchscreens.



QUICK TO MARKET

With our core software technologies, rapid prototyping and pilot projects can be set up with minimum effort and time.



TOUCHSCREEN **SOFTWARE**

Customizable multitouch apps from the world's first dedicated app store for large-scale touchscreens.



TOUCHSCREEN **HARDWARE**

Various MultiTouch Screens, Tables, Kiosks or Video-walls in any size or format.



TOUCHSCREEN **TECHNOLOGIES**

Innovative technologies like object-recognition, product scanners, mobile payment or touch analytics.



TOUCHSCREEN **SERVICES**

From expert consultation to cloud-based content integration and system administration.



FREE CONSULTATION

Get free professional consultation for your next interactive signage project.

 CONTACT US

TOUCHSCREEN SOLUTIONS XXL

Find out more about our innovative technologies and solutions.

 www.eyefactive.com





TOUCH FUTURE. *TOGETHER.*



 CONTACT US