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ISARIA - DIGITAL SIGNAGE DIGITAL CHECKOUT DIVIDER

New content-marketing and ad-sales dimensions.



ISARIA - DIGITAL SIGNAGE

DIGITAL CHECKOUT DIVIDER

The digital checkout divider provides a new dimension of advertisement and ad-sales. Targeted and up-to-date promotions are delivered right to the customer. Direct customer interaction is the unique characteristic of this advertising media. Entertainment, news and weather data are enriched with advertisements. The perceived waiting-times are reduced, customer loyalty can be increased.



RETAIL DIGITALIZATION

Two digital TFT panels are combined with an easy to use content management solution. Driven by a small, reliable and efficient single board computer and state of the art managed battery packs.

The digital checkout divider revolutionizes retail advertisements and ad-sales. Utilizing the most attractive ad space, right at the checkout, closest to customers, with an innovative digital medium.

Flexible and timed sales promotions, scheduled campaigns and fast content updates. Infotainment combines recent news, weather information and results of sports events with advertisements. This attracts customer attention. Gamification based on randomized events can increase customer engagement event further.

Additional custom features provide endless possibilities. RFID technology senses products and enables cross-selling of complementary merchandise. Our multiscreen technology synchronizes content on multiple devices for synchronized playback.

FAMILIAR HANDLING

Familiar workflows like handling and returning checkout dividers remain in place. Exchanging physical advertising media becomes obsolete which saves time and money.

The battery-operated checkout dividers are handled by the customers in the same way, as their analog counterparts: they grab it and lay it on the conveyor belt. Direct interaction with the advertising media increases customer attention right away.

During waiting times, customers can be entertained with news headlines, weather and sports results. These are enriched with targeted advertisements and the most recent promotions.

Once the cashier returns the checkout divider onto its rail, it starts charging if necessary. During this time, the digital displays are facing the customer directly, advertising till products right where they are sold.

Optional features like merchandise sensing are available on request. Closed checkouts can be highlighted by manually switching the message on the checkout divider.



UNIQUE SELLING PROPOSITION

- Facilitate impulse purchases
- Increased cart value
- Targeted advertisements
- Real-time updating of advertisements and promotions based on time of the day.
- Content marketing and ad-sales at the most attractive advertising space.
- No expensive exchange of physical advertising media.
- Entertain and sell
- Customer perception of the store as innovative and future oriented.
- Event-based and interactive content changes.
- HTML 5, pictures, animations and videos.
- ERP integration.
- Autonomous operation during regular business hours.

TECHNICAL SPECIFICATION

Two special format 11“TFT displays, 1.280 x 120 Pixel
High-Brightness 750 Candela/m²
Online Content Management System
8 GB local storage for content
Unlimited online storage and playlists
WiFi network integration
Event-triggered content changes (closed, charging)
(Kasse geschlossen, Warentrenner auf der Ladeschiene)
8hrs continuous runtime without charging possible
Intelligent charging maximizes longevity of the battery.
Hardware monitoring and automated resets
Scheduled power-on/-off
Dimensions (L x W x H): 295 x 67 x 60 mm