

NOWSIGNAGE 

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Digital Signage for Retail

One of the biggest changes to digital signage in retail over recent years is the growing trend for brands to have fewer stores on the high street, but within their existing stores, brands are focusing more on improving the overall customer experience by making their stores more experiential, visually engaging and interactive. NowSignage has been developed with exactly these trends in mind. NowSignage allows retailers to get real-time product and social messaging on to the shop floor with the click of a button. The CMS is designed for multi-screen management, therefore, managing a large network of thousands of screens is no more difficult than managing a handful of screens.



High Street Windows

Digital window displays are well-proven to drive footfall, brand awareness and, ultimately, increase sales, so this is often the most popular starting point for many stores.

NowSignage is deployed on window displays in retailers all over the world, across all display manufacturers on both high-bright LFD's and video wall arrangements.



In-Store Point-of-Sale

The correlation between targeted in-store advertising and increased product sales is well-proven and undeniable.

Digital signage on your shop floor takes promotion and advertising of individual products or lines to a whole new level, with the ability to send real-time, highly-localised and targeted offers or promotions direct to your customers with the click of a button.

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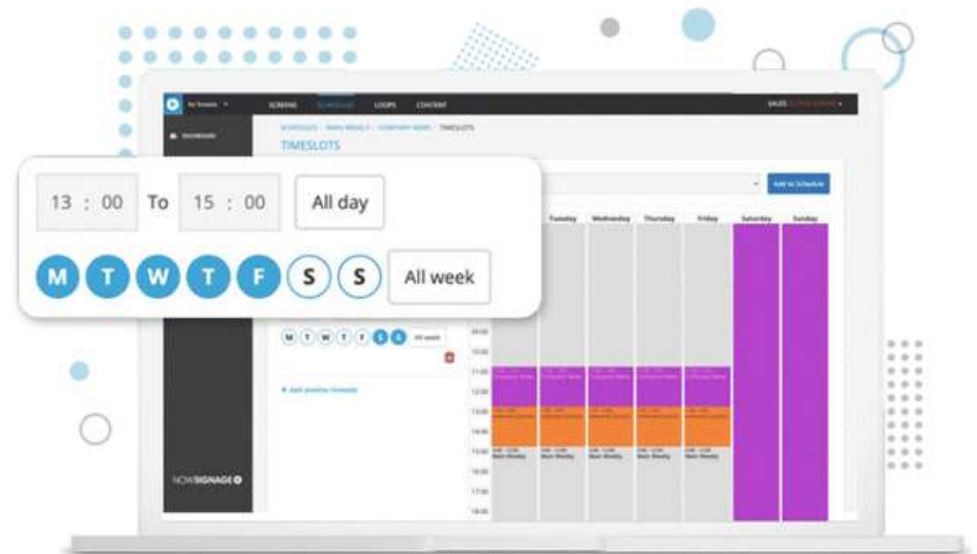
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Scheduling Marketing Activity

Our scheduling tool is the simplest to use tool on the market today. It allows users to fully automate which content gets shown when, on what screens, and to which demographic you are aiming for.

You can create seasonal campaigns or plan content to be displayed all the way down to precise hours and minutes.



Capacity Management

An award-winning integration with a people counting sensor that allows customers to display footfall dashboards alongside other content. Suitable for single or multi entrances, people counting technology can be used to monitor and maintain social distancing, ensuring adherence to laws and regulations. This data can also be used to provide data-driven insight and monitor trends.

Showrooms & Dealerships

NowSignage is used to power digital signage screens, interactive kiosks, video walls and tablets in showrooms, dealerships and forecourts all over the world.

We are trusted by the biggest brands to provide an effective means to easily communicate with customers in a timely and often real-time manner.



Shelf Edge Technology

Improve store hygiene and protect your staff by upgrading to digital shelf-edge displays. This new FREE to use feature within NowSignage reduces unnecessary physical contact with pricing labels and Point-Of-Sale (POS) promotions on store shelves by enabling stores to remotely update pricing and sync their displays.

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Our features provide users with the ultimate out-of-the-box digital signage solution

Unlike other providers on the market, NowSignage provides the very best features to all users at no extra cost. We take feedback from our users every single month on what features they would like to see in our platform and, as such, we are rolling out new features all the time, but your price will remain the same! So, whether you are using our world-first Microsoft Power BI integration, our best-in-class social media feeds or our IPTV features we will never charge you any more than your standard license fee.

01 // Image & Video

02 // Social Media

03 // RSS News

04 // IPTV

05 // Multi-Zone

06 // Scheduling

07 // YouTube

08 // Webpages

09 // Announcements

10 // Google Traffic

11 // Microsoft Power BI

12 // Roles & Permissions

13 // Hardware Management

14 // Proof of Play

15 // Video Wall

16 // Screen Synchronisation

17 // Capacity Management

18 // Dispenser Management

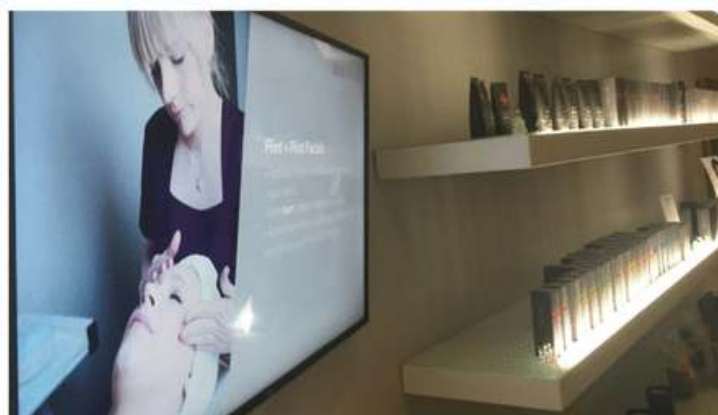
19 // Weather

20 // Google Suite



"The most advanced, secure & cost effective CMS on the market"

James Mellor of Coca-Cola Enterprises



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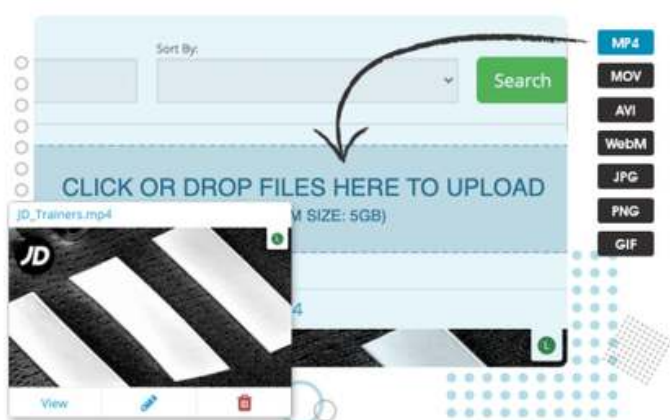
1. Most affordable

True SaaS, all users, are granted access to the exact same features and functionality at no extra cost. Our aim is to develop and maintain the best CMS on the market.



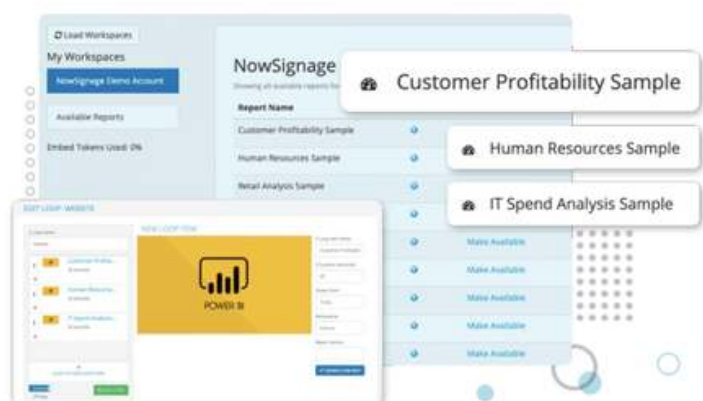
3. Easy to use

Possibly the easiest to use CMS anywhere in the world today, which means that any end-user can be fully trained and competent on NowSignage within just 30 minutes.



5. Custom integrations

Industry leaders in achieving award-winning direct integrations with 3rd party softwares. When we develop an integration, we do it properly with a full API integration.



2. Secure & reliable

We pride ourselves on maintaining the correct and latest security processes across all aspects of our platform, holding security and compliance in the highest regard.



4. Hardware agnostic

Hardware-agnostic through a single codebase, you can therefore rest assured that whatever hardware, media player or SoC, NowSignage will just work.



6. Superior support

Uncompromising when it comes to support, we provide unlimited access to pre & post sales support, plus free automatic upgrades as we release improvements.



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Our Retail Customers

NowSignage is trusted and deployed extensively across the retail sector. NowSignage has a total of 4,000+ registered users and is implemented across 30+ countries by many of the world's biggest brands. Our established partner ecosystem comprises of manufacturer and solution partners, ensuring that NowSignage can be implemented across any retail location at ease.



"We spend a lot of time & money to deliver new content, only to realise it's out of date by the time it reaches our stores. NowSignage is a game changer to deliver content to our customers at a time and place that's right for us."

Patrick Cumiskey, Marketing Manager at NOVOMATIC Group



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Case Study: Admiral Casino place their bets on NowSignage

End User: NOVOMATIC Group, Admiral Casino

Live Date: March 2019

Active screens: 344 with growing to 500+

Location: UK

As Admiral Casino looked to revamp their 230 venues with a more advanced cloud based digital signage solution NowSignage were identified as a potential solution. The existing Admiral setup was built by the in-house IT team and although it served a purpose it was no longer seen as an effective solution for remotely controlling an ever growing portfolio of screens.

In Admiral's search for the right digital signage CMS provider they implemented several trials with industry leading providers across a one month period. The key requirements that all the platforms were being assessed on was:

1. Their ease of use for managing a portfolio of screens that is expected to grow to 500+
2. The ongoing licensing cost, along with the upfront CapEx for purchasing hardware & media players
3. The security infrastructure to ensure compliance with the screen locations and existing IT systems

After the one month period the NowSignage trial had been a resounding success, with Patrick Cumiskey (Marketing Manager at Luxury Leisure) stating that; ***"Throughout the trial it became clear that our decision was going to be very straightforward, NowSignage were by far our preferred option. Their platform is easy for a non-technical person to manage and gives us great control over what and when we display content on our screens. Their monthly rolling pricing model makes them extremely cost effective, especially as they are compatible with the 4k Amazon FireStick, which meant we could continue to use our existing screens and reduce project spend. It was also important that due to the high volume of financial transactions taking place within our venues the security of the chosen solution was a key factor in our final decision."***

As the trial period drew to a close the NowSignage team operated fast and efficiently to deliver the full 300 screen rollout in just 2 weeks. During this period Luxury Leisure received in-depth platform training, all content was uploaded and scheduled within the platform, and all 4K Amazon FireSticks were purchased, registered, configured with the NowSignage app and delivered to either head office or the individual venue locations.

Patrick concluded by stating; "The support provided by NowSignage was above and beyond thought the trial, and I'm pleased to say their customer and technical support has continued to be first class to this day."

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Get in touch:

sayhello@evoketech.co.uk

01482 460920

