

**Digital Visual Messaging:  
Consumer Markets and Applications**



**Grab their attention.  
Then reap the rewards.**

***clarity***<sup>®</sup>  
visual systems

## **MAKE AN IMPACT ON YOUR CONSUMER, AND YOUR COMPANY FEELS THE POSITIVE EFFECTS.**

Until recently, public venues and retail outlets have relied on a variety of traditional media to communicate with consumers. Static signage. Matrix boards. Message centers and video monitors. They dominate the landscape in airport concourses, malls, sporting arenas, retail stores, and financial institutions. But a new way of communicating is quickly emerging. It's more dynamic. More efficient. And consumers will never see things the same way again.

Today's high-quality digital display technology has converged with the Internet's rapidly expanding marketing capabilities. The result? A new breed of communication called Digital Visual Messaging (DVM) that uses the power of digital information to present high-resolution, high-impact messaging to build brand awareness and influence buying decisions at the point of purchase and combines it with the ability to integrate digital information with the rest of your company.

### **Increasing customer satisfaction**

You'll be able to use DVM to increase sales. Manage brands. React quickly to market shifts and competitive moves. Dramatically reduce the time and expense of launching marketing campaigns. And most important, increase customer satisfaction.

### **Influencing the point of purchase**

Digital Visual Messaging lets you present ideas in a way that engages consumers. It's a powerful medium for establishing brand preference. Studies have also proven it to be very compelling when used at the point of purchase. It lets you interact with your customers. Educate. Entertain. And distribute important consumer information to any of your locations throughout the world—all with the click of a mouse.

### **Fulfilling your potential**

Clarity Visual Systems is the leading provider of DVM solutions to the retail and public venue markets. Working closely with strategic partners, Clarity integrates proven, high-quality digital displays with media management software, content services, system integration, and customer support. Everything you need to realize the full potential of DVM. Not to mention your company.

## IN RETAIL ENVIRONMENTS

Whether browsing, buying, or just passing through, your customers are always looking for something new and interesting. Clarity Digital Visual Messaging in retail environments grabs their attention—and immediately compels them to purchase.

### Quick-serve restaurants



### Quick-serve restaurants (QSRs)

By replacing static menu boards and back-lit displays with digital signage, QSRs can dramatically increase the effectiveness of marketing campaigns. They can launch promotions for specific meal times. Even entertain customers while they place their orders. In fact, studies conducted by Clarity and its partners reveal that outlets using DVM out-sold others by up to 25 percent.

### Retail stores

DVM presents a tremendous opportunity for single and multi-brand retail organizations. It delivers more effective branding, point-of-purchase and promotional campaigns. And the inevitable marriage of marketing campaigns, display technology, and point-of-sale systems will give retailers unprecedented ability to launch campaigns that directly target audience demographics and behaviors at any given time. Then make any necessary adjustments quickly and easily.



### High-end retail



### Banking

### Financial services

Banks, stock brokerage firms and other consumer-driven financial institutions are logical venues for DVM systems. They can be used to display real-time market news and information. Introduce new products and services to your clients. And enhance customer relations by creating a more dynamic, interesting, and productive environment for visitors.

## IN PUBLIC VENUES

Public areas are notoriously busy. But the stopping power of Clarity Digital Visual Messaging solutions can help you stand out in a crowd, while increasing customer satisfaction and brand awareness.

### Shopping malls



Photo courtesy of Vuetopia, Inc.

### Malls

Large DVM displays in retail shopping malls are ideal for providing advertising, public information and entertainment in a high-impact, multimedia format. This visible and dynamic medium attracts attention in high-traffic areas. And it reaches customers when and where they are ready to buy.

Photo courtesy of the International Basketball League

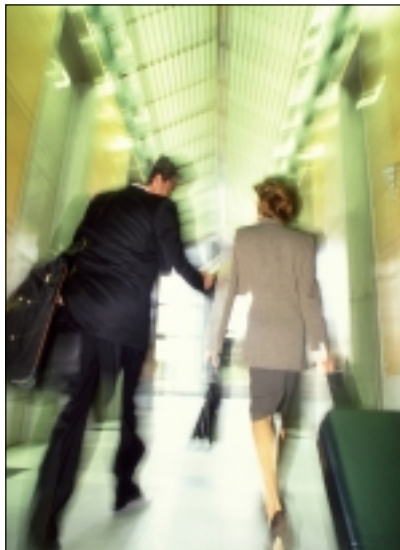
### Transportation

Airports and high-speed train terminals have always been tasked with the delivery of fast, accurate information to passengers. With DVM systems, information can now be displayed quickly, clearly and effectively. Content can also be designed to enhance branding, display real-time weather conditions or other critical information. Simultaneously and instantly.

### Assembly

Large-scale displays are common on tradeshow floors and auditorium stages. But now convention halls and hotels can use DVM to market themselves as well. Displays can be strategically placed in the lobby, behind the registration desk, in meeting rooms and other locations to communicate event information, promote visitor services, highlight upcoming activities and advertise local attractions.

### Airports



### Indoor arenas

### Arenas

Large indoor sporting facilities are using DVM to enhance the entertainment experience and increase revenue at the same time. Displays under the scorer's table, around the arena ring, and in the concourses can present event activities and information, promote merchandise, and advertise sponsors. Throughout the arena, spectators will enjoy the show.





**For more information on Clarity  
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