

FOOTASYLUM

NOWSIGNAGE



Renovotec



Digital Signage for Retail

- // Control dynamic pricing across displays and shelf edge signage
- // Show off your latest trends with a social media wall
- // Receive Proof-of-Play data from in-store brand advertisements
- // Allow customers to explore products with interactive displays
- // Change content based on demographic, weather and sensor based triggers

WINNER

AV AWARDS
2020, 2021, & 2022



Retail

6 Reasons to Choose NowSignage



Most affordable



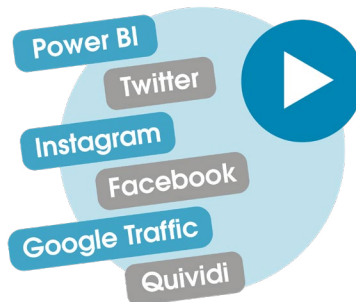
Secure & reliable



Easy to use



Hardware agnostic



Custom integrations



Superior support

Trusted By

HOME BASE

SPACE NK

Hays Travel

fnac

MARS

Sainsbury's

SPAR

DUNKIN'



FOOTAZIUM

DECATHLON

LAVAZZA
TORINO, ITALIA, 1895

Features

Age and Gender Triggers

NowSignage has full integration with Quividi's audience measurement technology. Enhance retail experiences by targeting screen content to the customers in the store. To demonstrate; if a male hipster in his 2s is looking at your screen, you could set up a trigger to display him a promotion for a beard grooming kit!



Dynamic Pricing

This game-changing feature allows you to easily update product pricing in real time. Whether you are running a special promotion, setting different prices in different locations, or wanting to maximise revenue during specific times of the day, dynamic pricing gives the flexibility to ensure prices are easily updated whilst maintaining brand standards.



OnDemand

Perform content takeovers on screens from a mobile device. Use cases include allowing sales reps to trigger different content depending on a customers' interests, and displaying back of house metrics and dashboards to staff teams. Content triggers take place instantly from the moment the tap is made on the mobile device.

Features



Image & Video

Utilise digital signage in your business by using eye-catching images and videos to showcase your products. NowSignage supports 4K images and videos, with unlimited file hosting on our cloud server at no additional cost.

Social Media

Social media integration is a powerful tool that can display real-time social feeds, customer reviews and user-generated content. This can help build trust amongst your customers and provides an entertaining way of showing your products and brand identity.



Sensor & Weather Triggers

Using the latest sensor technology from Nexmosphere, NowSignage can trigger targeted content specific to products held by customers, to display relevant promotions, product specifications, or demo videos. You can also trigger relevant content to a screen based on the local weather conditions.

Proof of Play

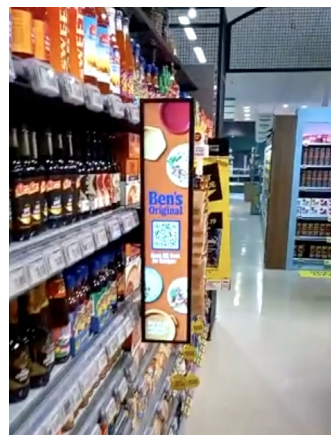
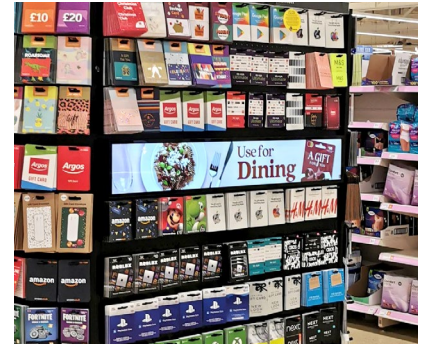
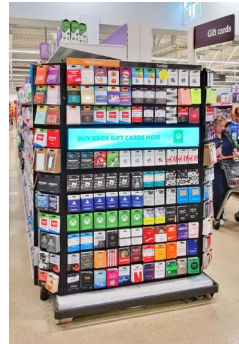
Our proof of play feature allows users to have total visibility of exactly when and where any asset was displayed and for precisely how long. NowSignage provides full analytics for content being shown on any number of screens, making it easy to provide evidence that an asset has been played as intended.



Use Cases

Sainsbury's

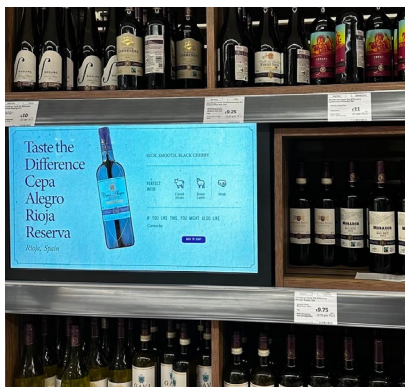
Powering an in-store network of PoS screens in Gift Card FSDUs across 50 Sainsbury's sites, with plans to roll-out to over 500 UK sites in the near future.



PoS network of several hundred stretch displays across brands such as Bens Original and Wrigley's Extra, driving instore brand marketing. These utilise Proof of Play to monitor asset playback and Screen Sync to enhance dynamic impact.



End-of-Aisle stretch and standard format displays built into free-standing display units in supermarket stores. An advertising project run by Coca Cola across 70 key UK sites.



Sainsbury's

Point of sale touch displays across Beers, Wines, and Spirits aisles. Increasing customer engagement through interactive displays providing product recommendations based on flavor profile input.

Case Study



FOOTASYLUM

In recent years Footasylum has established itself as one of the leading retailers of fashion streetwear and sportswear. With over 60 stores spread across the UK, Footasylum is one of the most recognised high-street brands in the UK. Despite troubling times on the high-street for many retailers, Footasylum has looked to turn their stores into an immersive digital experience that reinforces their brand positioning and strengthens their engagement with their young and trend-aware target demographic.

Making strides to deliver this in-store experience, in 2021 Footasylum proudly appointed NowSignage to take over powering their existing expansive digital signage network across all 65 high-street stores throughout the UK. This move allowed them to overcome the limitations of the previous CMS, as they sought to refresh their screens with dynamic and vibrant video content using the latest innovative technologies. Since moving the digital signage network over to the NowSignage CMS, Footasylum has continued to expand this network with the inclusion of cutting-edge technology to transform the in-store experience and customer shopping journey.

Samuel White, Retail Marketing Manager at Footasylum, said: **“We moved our large digital signage network to the NowSignage CMS to find a more effective way to manage our content. The user interface of the NowSignage platform makes it so simple to perform our entire content strategy, including the display of synchronised HD video content, interactive social media walls, and transparent LED walls in an array of custom resolutions.”**

Case Study

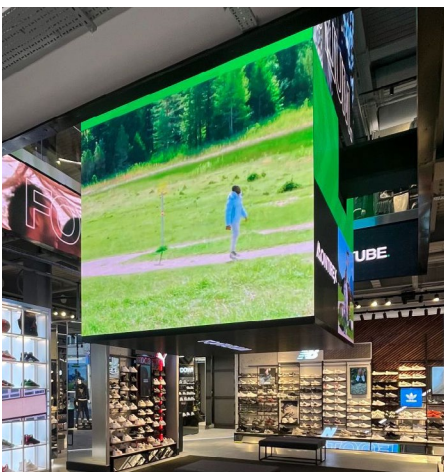


The Footasylum digital signage network comprises of a mixed estate of Philips D-Line System-on-Chip displays, along with Android and Windows media players powering an impressive array of LED walls, LightScene projectors and unique video wall arrangements.

Charlie Zammit, Technical Account Manager at NowSignage, said: **“Working on this project with Footasylum has been extremely rewarding for me personally. It’s an incredibly diverse project across a mixed hardware estate, providing a fine example of how the NowSignage CMS is truly hardware agnostic.”**

As a leading retailer that strives to stay one step ahead when it comes to streetwear, Footasylum utilises the NowSignage CMS to schedule vibrant video content that creates a visually stimulating experience for their customers, to strengthen the brand and promote the products being sold.

Richard Hutchinson, Sales Director at NowSignage, said: **“Securing Footasylum as a NowSignage customer has been a major achievement for us as a vendor. The in-store displays with dynamic HD video content look incredible.”**



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