addreality

Customer Engagement platform for personalized video and audio communication at the POS

Gender: Female
Attention Time: 3 sec
Age: 27
Mood: Happy
Customer journey: ID
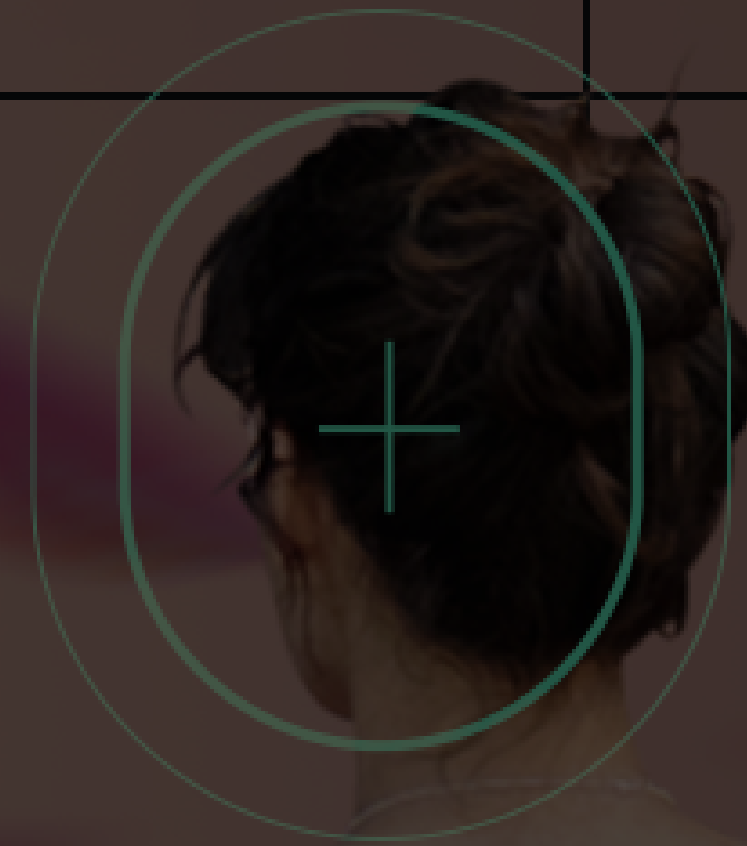MAC-address
Group of interests: 1
Distance/Glasses/Hair etc.

Centralized content and devices management

Promotional offers to the target audience

Audience insights and content efficiency measurement

addreality

The main product of Addreality is the Customer Engagement platform for personalized video and audio communication at the Points Of Sale

PROIntegration awards

Technical innovation in DOOHDAS Digital Signage Awards 2017, United Kingdom.

DSA DIGITALSIGNAGEAWARDS

The best solutionwith Digital Signage technologies according to «Pro Integration Awards».

28 000 +
Digital solutions with Addreality
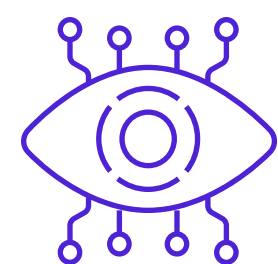
170 +
High-profile clients and partners

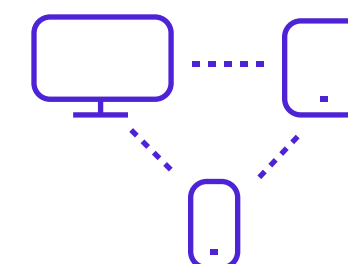**2 000 +**
Automatized points of sale
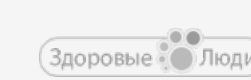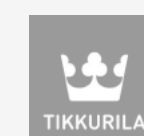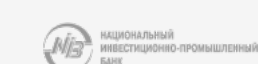
30
Countries of presence

17
Languages supported

Collects data about the audience and analyzes the efficiency of the advertising campaigns and content.
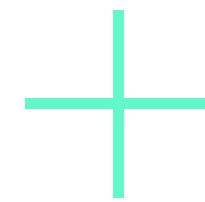
Allows to manageall DOOH advertising in one system: screens, audiosystems, interactive surfaces, information kiosks and video walls.
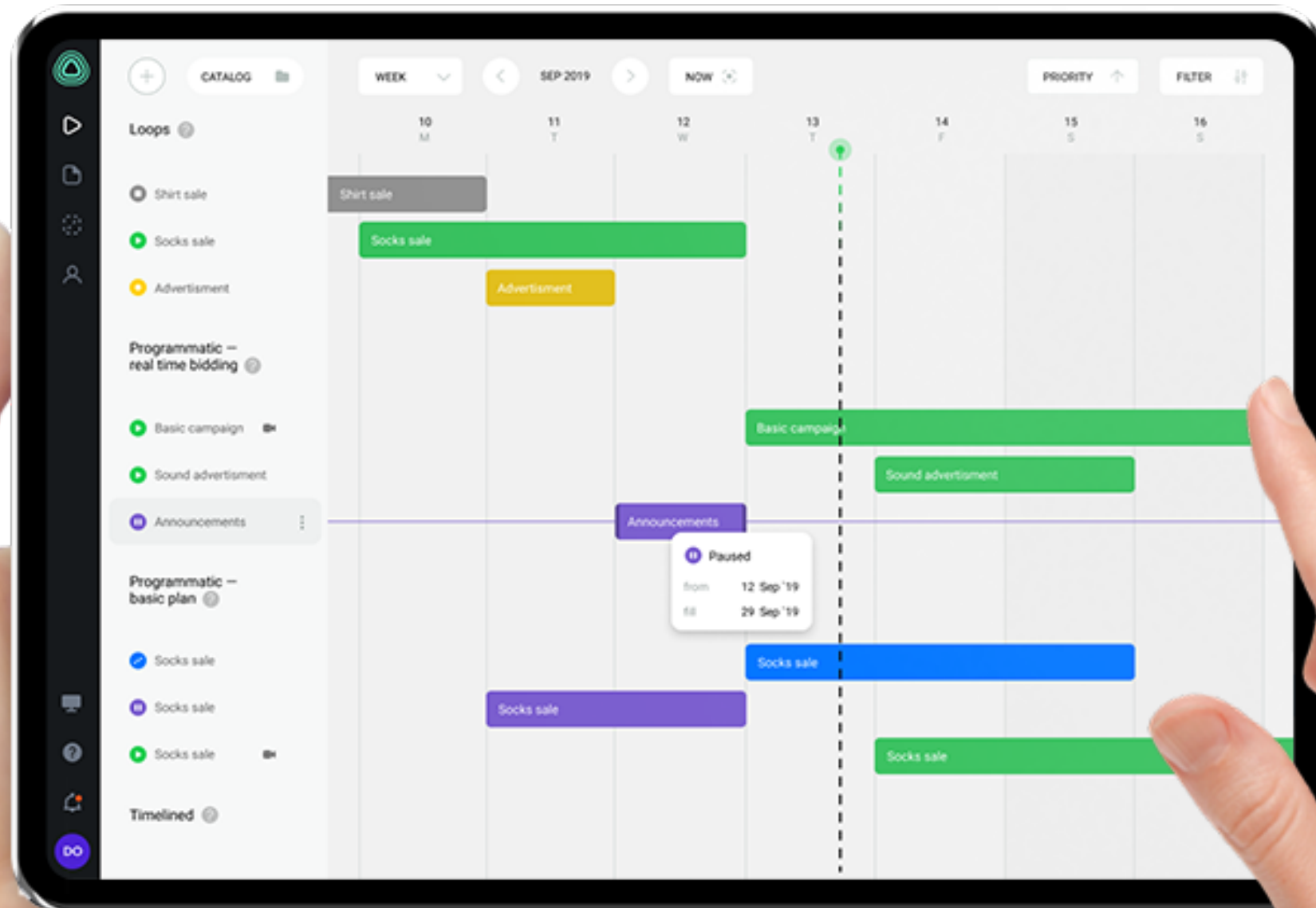
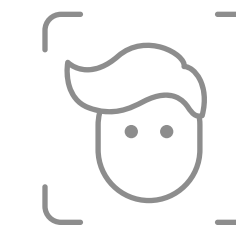# Omni-channel platform for customer experience management

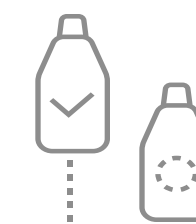### Digital Signage

Centralized content management
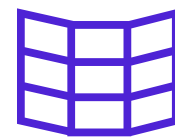
\+

Customer analytics

Audience availability

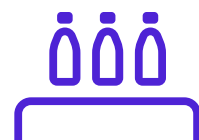Gender, age and other customers` attributes
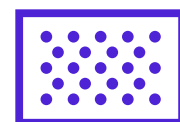
Total attention
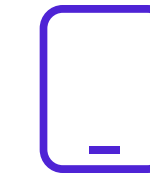
Interactive mirrors

Video wall screens

Shelf displays

LED storefront
and decoration

**Centralized content
management of any
digital format**

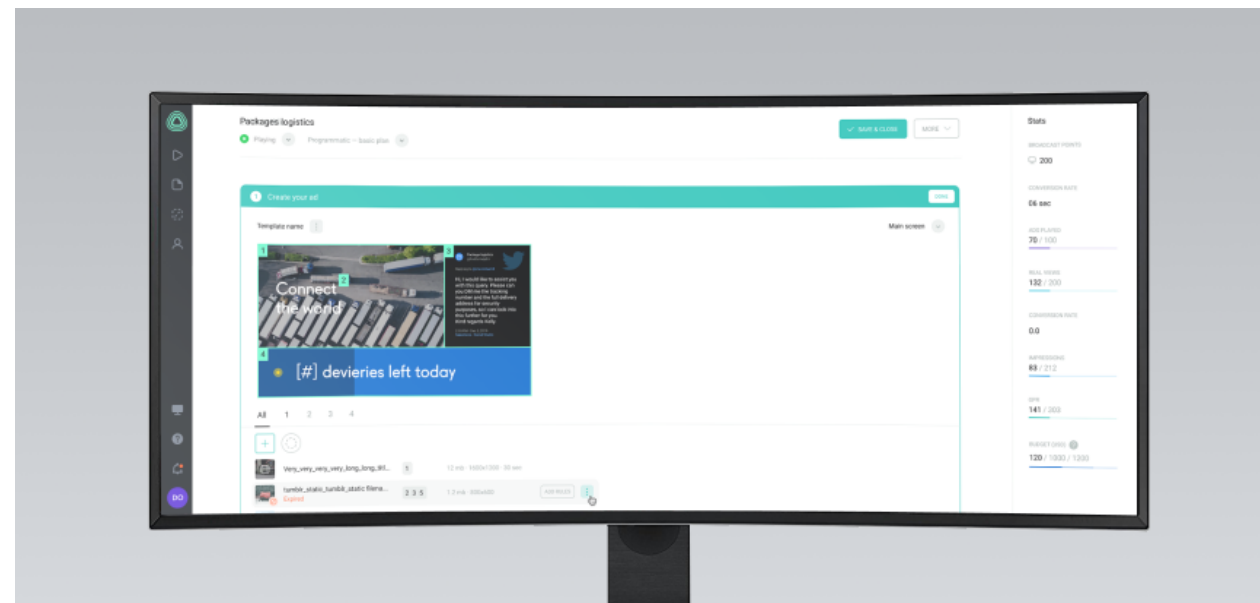Interactive panels &
tablets

Information displays
and kiosks

Background music
and audio advertising

Interactive
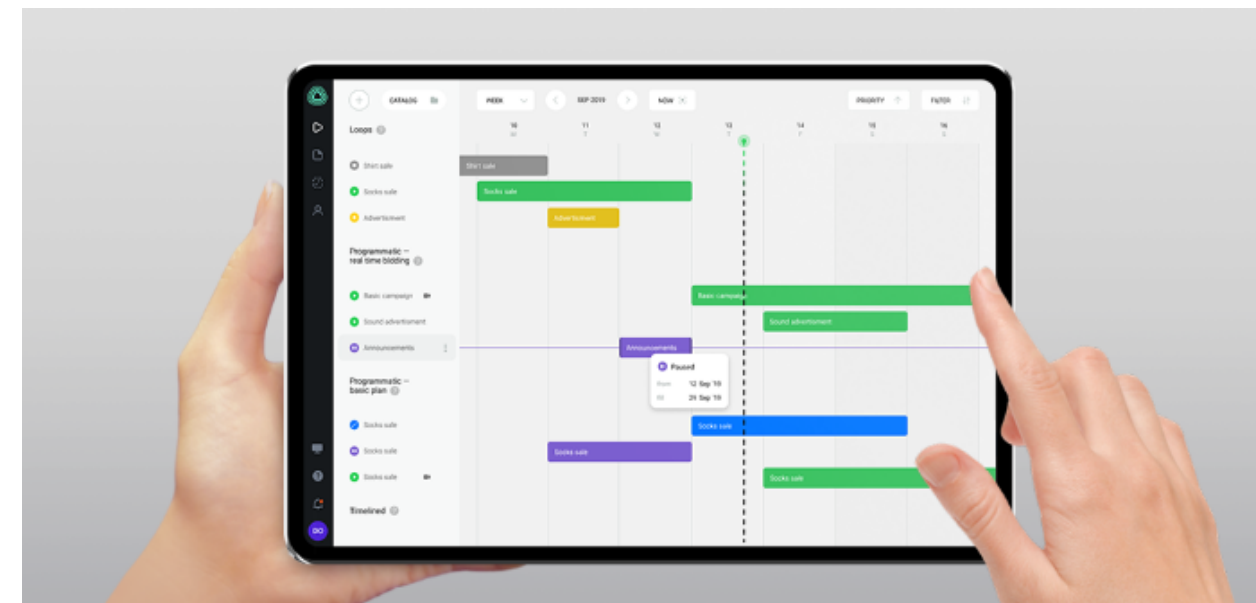touch tables

How does the platform work?

01

Setup a digital
promo campaign

Choose one of design templates, download audio and video files, images and text. Choose the broadcasting points and conditions

02

Manage your advertisement
in one system

Set the schedule and add the other digital devices. Manage the content and hardware
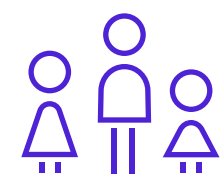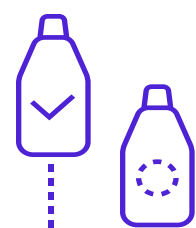
03

Analyze the efficiency and
target promotional offers

Use the statistical data on the campaigns, views and audience. Increase conversion rate and minimize marketing spends
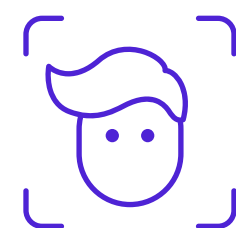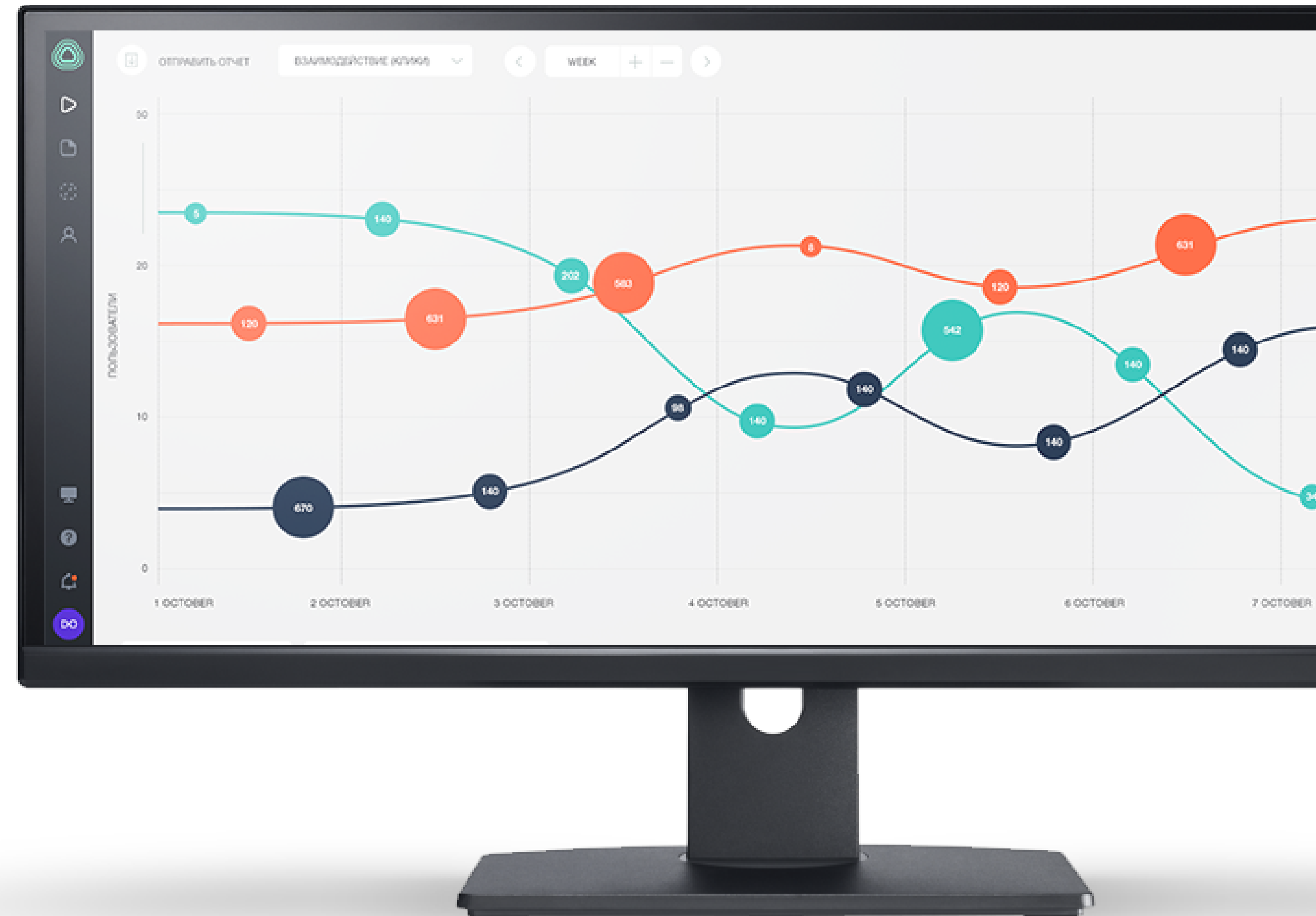
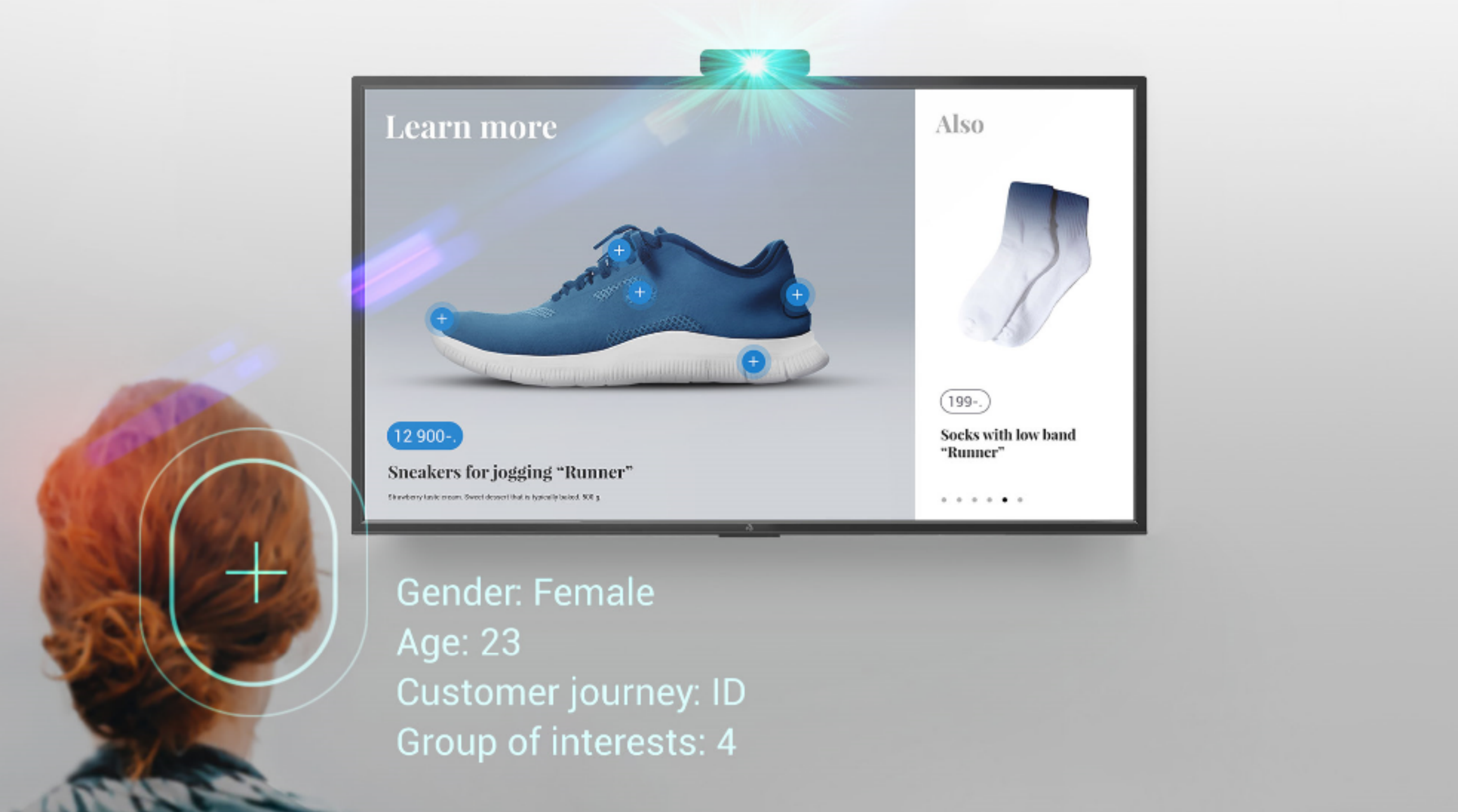# Built-in analytics module collects real-time data
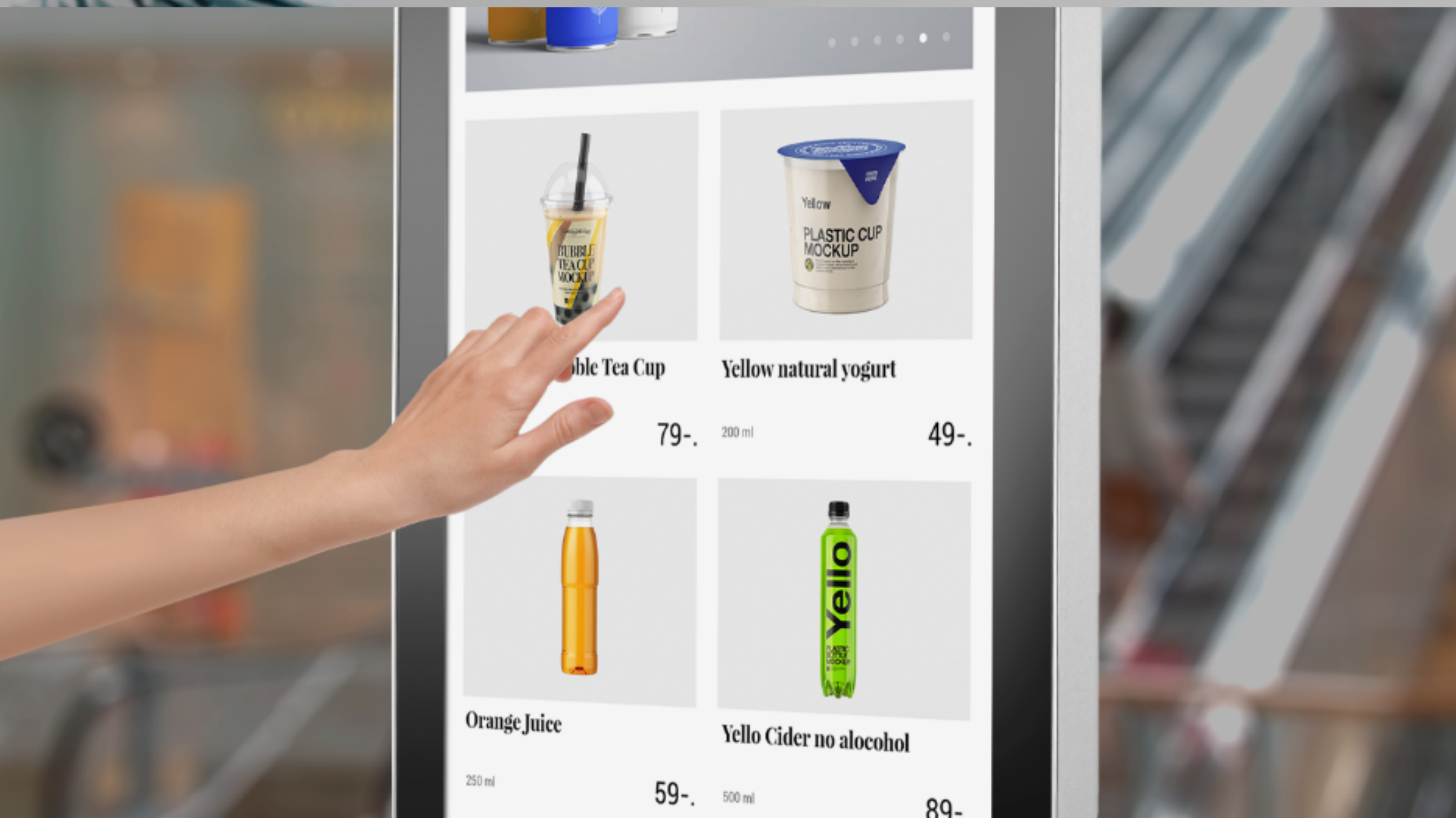
Audience availability

Total attention
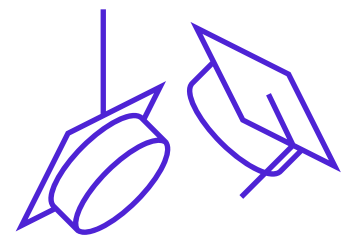
Gender, age and other customers` attributes

Physical and virtual communication with brand and product

Create interactive scenarios for communication with customers.

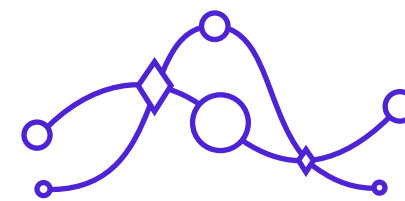Engage them and collect the feedback.

Constantly engage, qualify and motivate your employees right at the points of sales
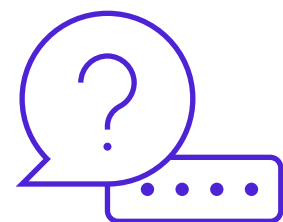
Qualify your employees by interactive lessons and tutorials
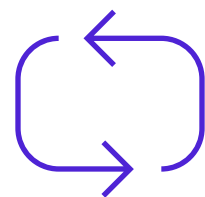
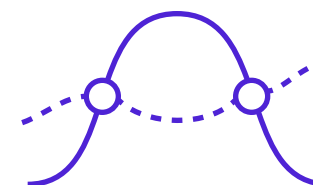**Maintain their level of professional competence by tests and questionnaires**

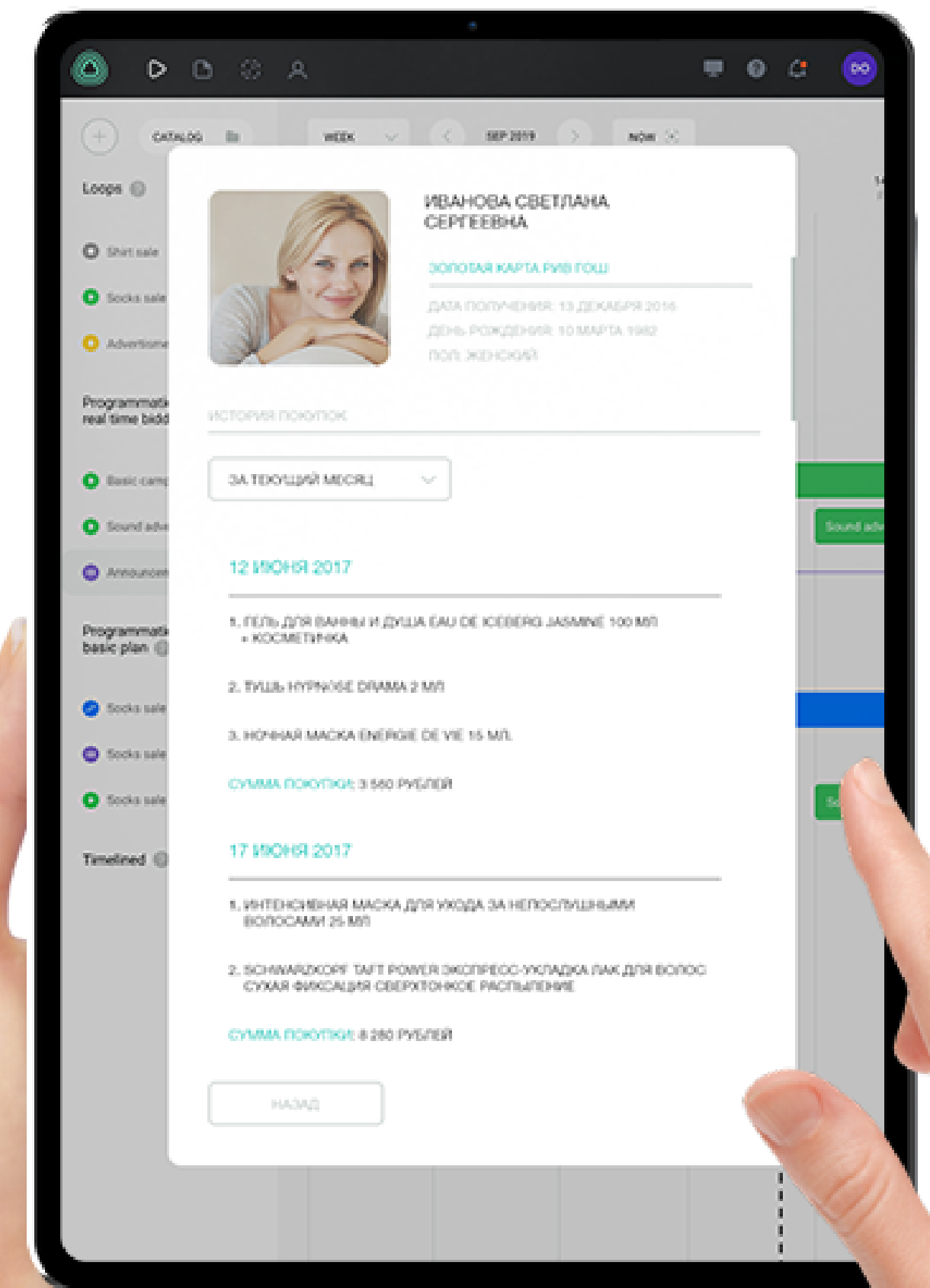**Spotlight the actual key performance indicators**

Provide your sales consultants and managers with helpful information

Synchronize the employees knowledge base with the advertising at the points of sales

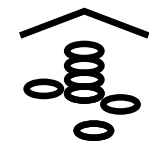**Motivate your employees by displaying leaderboards and KPI growth**

In order to win a competition for customers` attention our clients choose digital solutions more and more often

Brands and retail

— Video and graphic content broadcasting
— Face detection and Face recognition triggers
— Fast content change

Banks and finance institutions

— Latest news ticker
— RSS channel: weather forecast, currency rates
— Possibility of offline operating

Shopping centers and cinemas

— Background music
— Playlists creation
— Audio advertising and TV broadcasting

Gas stations and car services

— Video and graphic content broadcasting
— Promotional offers displaying
— Latest news ticker

Restaurants and cafes

— Service quality assessment
— User-friendly interface for project creation
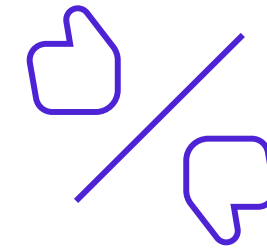— Promotional offers displaying

Medical centers

— Service quality assessment
— Interactive catalogue
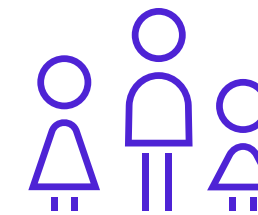— User-friendly interface for project creation

Client Benefits

Lower cost of POS-materials production, transporting and installation
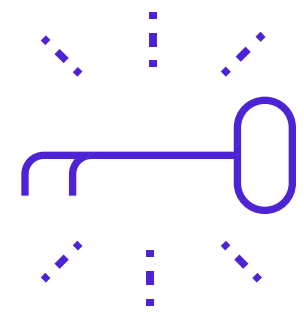
Real-time content efficiency measurement

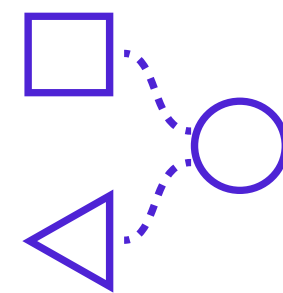New quality level of communication with customers and employees

New source of revenue from audience monetization at Points Of Sales
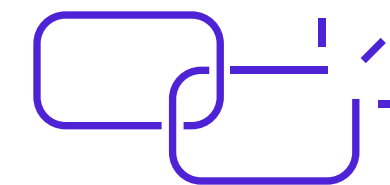
Addreality unique advantages

Complete solution for interactive and targeted content

Digital Signage and analytics

Our system is open for implementation of integrated projects

Customer experience management, full communication scenarios, ROI calculation

Independence from infrastructure

Hardware and OS

addreality

Thank you!
Contact us

addreality.com
order@addreality.com