



All About the Interactivity – Digital Signage “Experience Stations”

Intel and Inwindow Outdoor* have developed the latest advancement in digital signs, called “Experience Stations”, capable of interacting in a multitude of ways. On the hardware side, these state-of-the-art units incorporate large-format 70” touchscreen displays to accept multi-touch inputs; near field communication (NFC) for two-way transactions with mobile devices; and 3d cameras so customers can precisely control the sign with gestures. When people approach, real-time analytics software determines their gender and age and subsequently plays targeted advertising based on the audience demographics; therefore, showing the right message to the right people at the right time.

Interactive

Until now, most digital signage has been a one-way, passive encounter. Today, digital signage is coming alive, and Experience Stations provide passersby a uniquely personal experience in which they’re the center of attention. Movie trailers can place a viewer in the scene and feature a tornado that engulfs them as they stand there, or convert consumers’ images into a cartoon that’s blended into an ad. Utilizing an extremely intuitive interface, pedestrians can also take and send pictures, download coupons to their phone, connect to social media sites, check the weather, look up product information or change what’s playing with a gesture. Such capabilities allow customers to engage with promotional information and advertising, thus improving its relevancy and staying power.

Measurable

Advertisers often have difficulty quantifying the effectiveness of ads running on digital signage, but Experience Stations measure audience count, impressions, level of engagement and dwell times. This information is supplied by Inwindow Outdoor software running Intel® Audience Impression Metric Suite (Intel® AIM Suite) technology.



Effective

One distinct benefit of digital signage is the ability to place it close to the point of purchase and/or decision. Going a step further, Experience Stations amplify the engagement level several times over with a sign designed to captivate customers. Analytics data proves these next generation digital signs immerse customers and raise their awareness with a deeper level of engagement – and therefore should be a core element in the advertising mix.