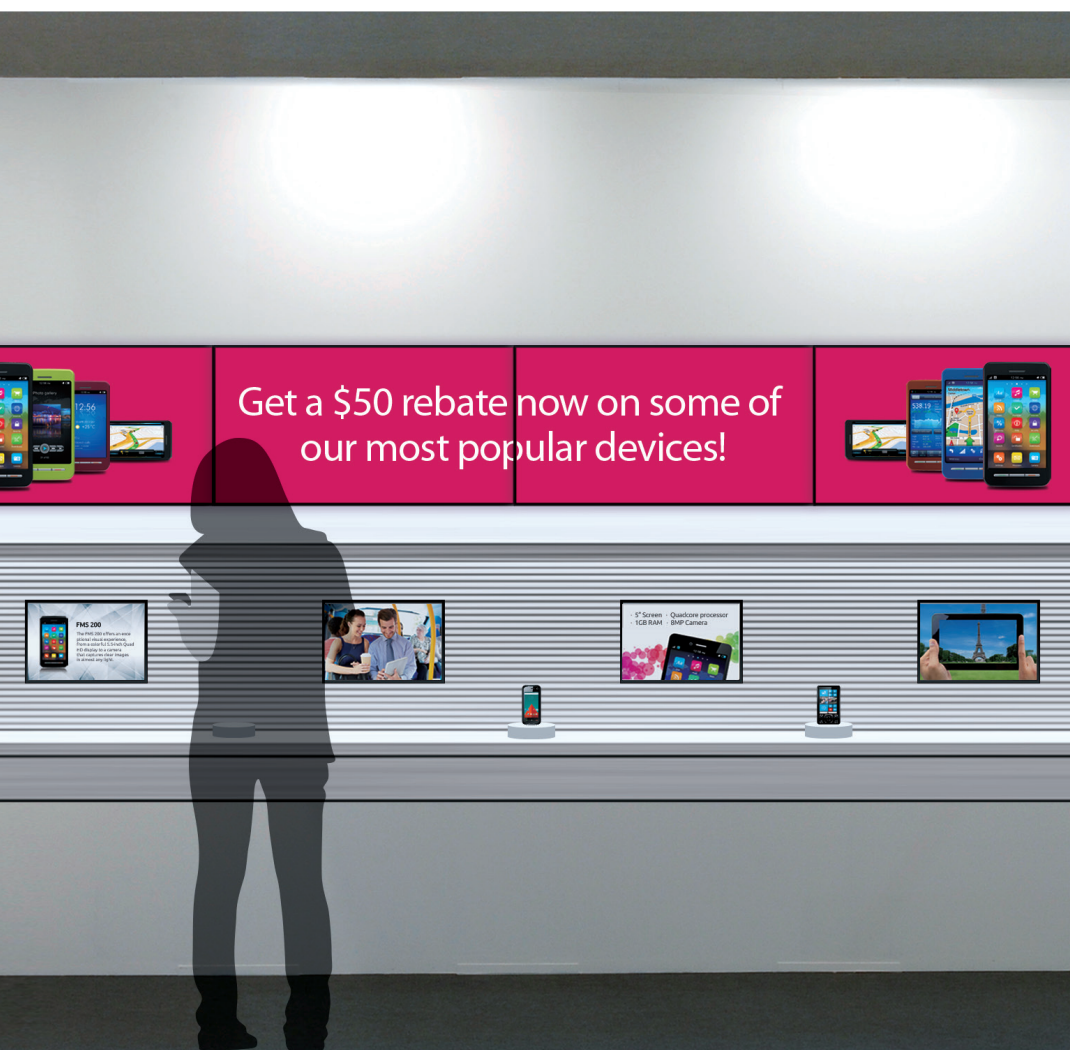


Application Story

NEXCOM's Digital Signage Players Enrich Shopping and Queuing Experience in Hungarian Telcos



Ticket No. | Counter No.
023 | **001**

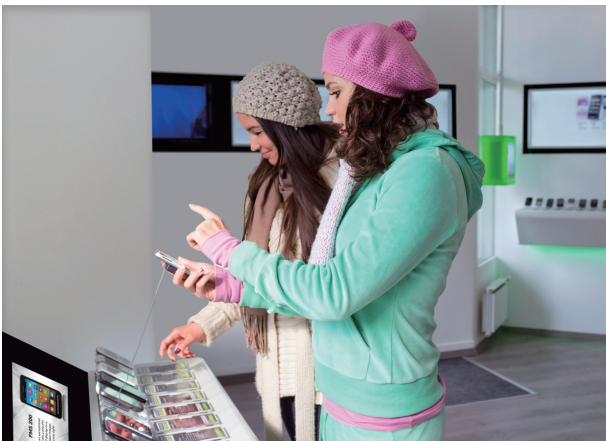


Display : 4.00-inch
Front Camera : 0.3-megapixel
Resolution : 480x800 pixels

Hungarian telecom stores deploy 600 digital signage players from NEXCOM to enrich the shopping experience and simplify display management. With graphics capability and content manageability from the NDiS 166 and NDiS 125, Magyar Telekom's retail stores in Hungary enjoy easy content upgrades while customers have personalized and pleasant shopping experiences.

Boost Dwell Time & AD Exposure

As competitions from physical and online stores heat up, the Hungarian telecom company seeks to increase more customer visits and dwell time with bombarding advertising infomercials and personalized in-store experience. In order to gain customer satisfaction and loyalty, the telco turns to NEXCOM's local partner to implement the nationwide sensation, aimed to turn visits into revenues.



Shopping Experience Elevated with Personalized Ads & Shorter Waits

When customers enter the new store, they are instantly greeted by mesmerizing video walls playing high quality imagery, HD videos, and latest promotion deals. As they try out the latest gadgets or smartphones, the nearby display will be triggered and simultaneously showcasing related product information and latest discounts,



thus creating a personalized shopping experience. Incorporating queuing systems, digital signage displays deliver not just brand videos but also queue number, keeping shoppers entertained and informed at the same time.

NDiS Players Deliver Powerful Graphics & Manageability

To build a store delivering such an immersive customer experience, the Hungarian system integrator selects NEXCOM's NDiS 166 and NDiS 125 to set up the whole digital signage network. Featuring outstanding multimedia capability, the digital signage players provide excellent graphics for vibrant imagery, videos, and even



▲ NDiS 166

Fanless Embedded Computer Powered by 2nd Gen. Intel® Core™ Processor, Support Dual Full HD Video Playback

mobile game demos. In addition, the high performance NDiS 166 running bespoke software ensures cross-screen synchronization required of a one by nine video wall while the NDiS 125 powers up a number of big and small digital posters and product signage.

With up to thirty players to be managed in one store, the digital signage players also deliver the benefit of centralized content update and hardware health monitoring. Leveraging the network connectivity of the NDiS 166 and 125, store managers can ensure not only that customers receive the latest information but also that all players are in good shape, up and running. Further integration with queuing and ticketing systems

is carried out through the RS-232 and USB ports so that displays can show brand ads and queue numbers.

Immersive Customer Experience with Satisfaction

Thanks to the NDiS 166 and NDiS 125, Magyar Telekom creates a visual-thrilling atmosphere to keep customers in stores. By means of latest entertainment, brand video and most personalized shopping experiences, Magyar Telekom communicates to customers more effectively with more messages than using statistic posters. Guaranteed satisfaction reflects directly from shortened waits at checkout counters as the queue experience is turned to be visual exhilarating.



The Intelliaent Systems

Founded in 1992, NEXCOM integrates its capabilities and operates six global businesses, which are Multi-Media Solutions, Mobile Computing Solutions, IoT Automation Solutions, Network and Communication Solutions, Intelligent Digital Security, and Medical and Healthcare Informatics. NEXCOM serves its customers worldwide through its subsidiaries in five major industrial countries. Under the IoT megatrend, NEXCOM expands its offerings with solutions in emerging applications including IoT, robot, connected cars, Industry 4.0, and industrial security.

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