

INFLUENCE BEHAVIOUR AND INCREASE SALES IN RETAIL AND DIGITAL SIGNAGE

- Increase visitor volumes and ensure high traffic to stores
- Influence the direction and flow of consumer traffic
- Get consumers to spend more time with brand messages
- Communicate brand messages more effectively
- Highlight new products and promotions that get noticed

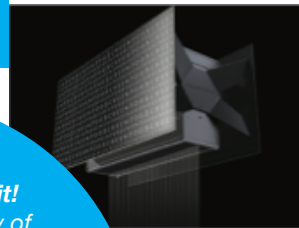
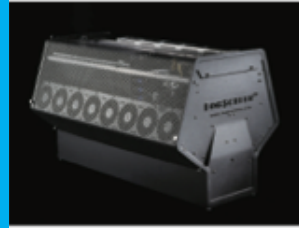


FogScreen®
immediately nailed it!
 Already on the first day of operation, the reactions from the shoppers varied from amazement to enchantment. This is a wonderful addition to increase the customer flow to The Catwalk. A premium solution to a premium site.

- Henry Sukari, Managing Director of Ideapark Shopping Mall

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WOW AND MESMERISE CONSUMERS



ULTIMATE INSTORE MARKETING

- Highest “WOW” factor of any commercial projection screen
- Complements traditional out-of-home digital media
- Creates experiences that can communicate any idea
- Floating images and videos literally grab and hold attention for minutes
- Fulfil people’s desire to be entertained and excited by an advertiser’s brand message
- Customisable side panels can fit any marketing campaign

NEXT GENERATION DIGITAL SIGNAGE

- Highest recall rate of any media projection screen (>90%)
- Plug and play with any digital signage infrastructure
- Walk-through projection screen can be placed in any indoor location
- Captivate with interactive 2D and 3D images and videos

WALK-THROUGH INTERACTIVITY

The FogScreen® can be configured with two separate types of interactivity:

- For kiosk applications, the walk-through projection screen can become a large, floating touchscreen. High resolution images can float in the air and react to or interact with finger touches on touchscreen controls.
- The FogScreen can also project images that can interact with and react at a distance to arm and body movements. In either configuration, the FogScreen can support branded campaigns and customised content that attracts attention and captures your visitors’ imagination!



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