



Advertiser

Interactive Merchandising Column



polygon

better products through innovation

Powerful Pictures

The latest merchandising strategies are based on affecting customer's purchase decisions by generating emotions via multimedia content at the P.O.S.

Attract, interact and transact - these are the ingredients of the new magic formula. The **Advertiser** solution by Polygon makes putting this concept successfully into action child's play for your company.

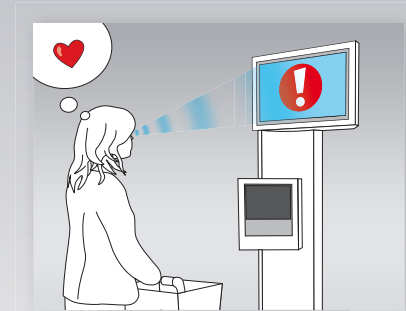
Optically the **Advertiser** column is an eye-catcher and technically it's a novelty. Whether free-standing in the centre, at the head of an aisle or positioned to the side against a wall, both the large promotional screen and the integrated interactive touchscreen easily bring the desired images into the customers' field of vision.

Seamlessly joined panels ensure that no plugs, cables or other technical components remain visible to spoil the sleek design. The multimedia content on the screen grabs the viewer's attention while technology stays in the background. The images evoke emotions that ultimately affect the purchase decision. All this is made possible by new advertising communication software solutions delivered by Polygon.

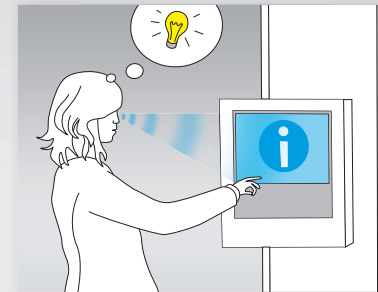
Where other solutions currently stop, **Advertiser** goes one decisive step further. The intuitive user interface on the integrated interactive touchscreen offers customers myriad possibilities to inform themselves. Whether it's for product information, price checking or printing vouchers for your loyalty programme, your customers's trust increases with every click on the screen. The customer benefits from continuously updated and extensive information about both your products and company, while you benefit from well-informed and satisfied customers.

◀◀ The high-mounted signage display provides the **Advertiser's** desired long range effect. It can be assembled in landscape or portrait mode - matching the content.

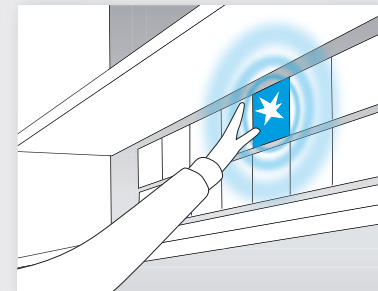
◀ The rear can be equipped with optional clip-on poster frames. By using both sides the **Advertiser** gets even more effective.



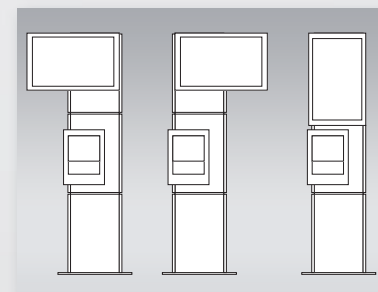
◀ **Attract:**
The Advertiser's long range effect raises the consumer's interest. The shown pictures generate emotions.



◀ **Interact:**
By using the interactive kiosk system the customers can get product informations like origin, production process or ingredients



◀ **Transact:**
An unbeatable combination, because 65 % of the customers make their purchase decision at the Point of Sale



◀ The flexible configuration of the displays ensures the perfect adaptability to your premises and requirements.



Technical specifications digital signage module

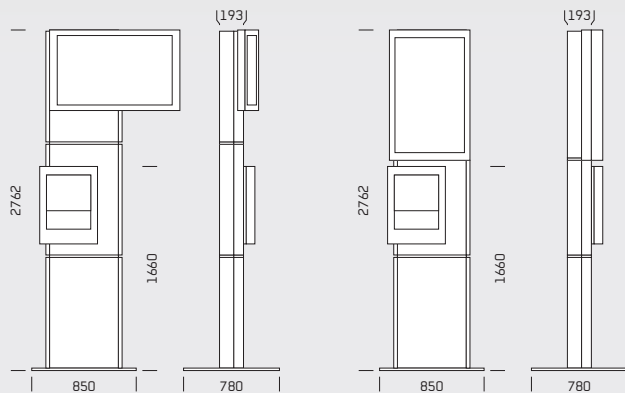
ready for integration of components from different manufacturers:

40" or 42" full HD display (for continuous duty) in landscape or portrait mode, assembled on the left or right side

Technical specifications interactive kiosk module

IBM 19" AnyPlace with infrared touch

optional features among other things: kiosk printer, barcode scanner, card reader, speakers



the complete technical specifications can be found in the corresponding data sheet

From pioneer to market leader

Polygon is one of the pioneers in the emerging market of kiosk systems. We create, manufacture and distribute kiosks highly focused on aesthetics and function. Since 1992 Polygon has been producing more than 7,000 kiosks for retail, automotive and many other markets.

Shape is the key for acceptance

Based on our long lasting experience with our customers and their users we know the key factors of success for kiosk projects. Attract the users and they will engage with the content on the screen. Only pleased users will then give the operator the necessary acceptance rates to offer various self-service solutions on kiosk systems.

Polygon kiosks are developed and produced in close collaboration of designers, engineers and production specialists. With more than 80 customised product developments for different well-known customers, Polygon has established market leadership in this area. Our widespread experience ensures the highest quality in design, material, ergonomics and technology.

Polygon

Produktdesign, Konstruktion, Herstellung GmbH

Samerwiesen 12

63179 Obertshausen, Germany

T +49 (0)6104 9369-21

www.terminal.de



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