

# Increase Foot Traffic with a Digital Window

## Why go digital?

Unlike conventional posters, digital windows display clear, bright images that draw more customers into your store. They're also more efficient and easy to update and maintain.

### Paper poster

### Digital window signage



Head-scratching

Visibility



Eye-catching



Slow and costly updating each display individually

Content Update



Cost-efficient and fast with remote, real-time updates for multiple displays



Ongoing expense any time there's change or damage

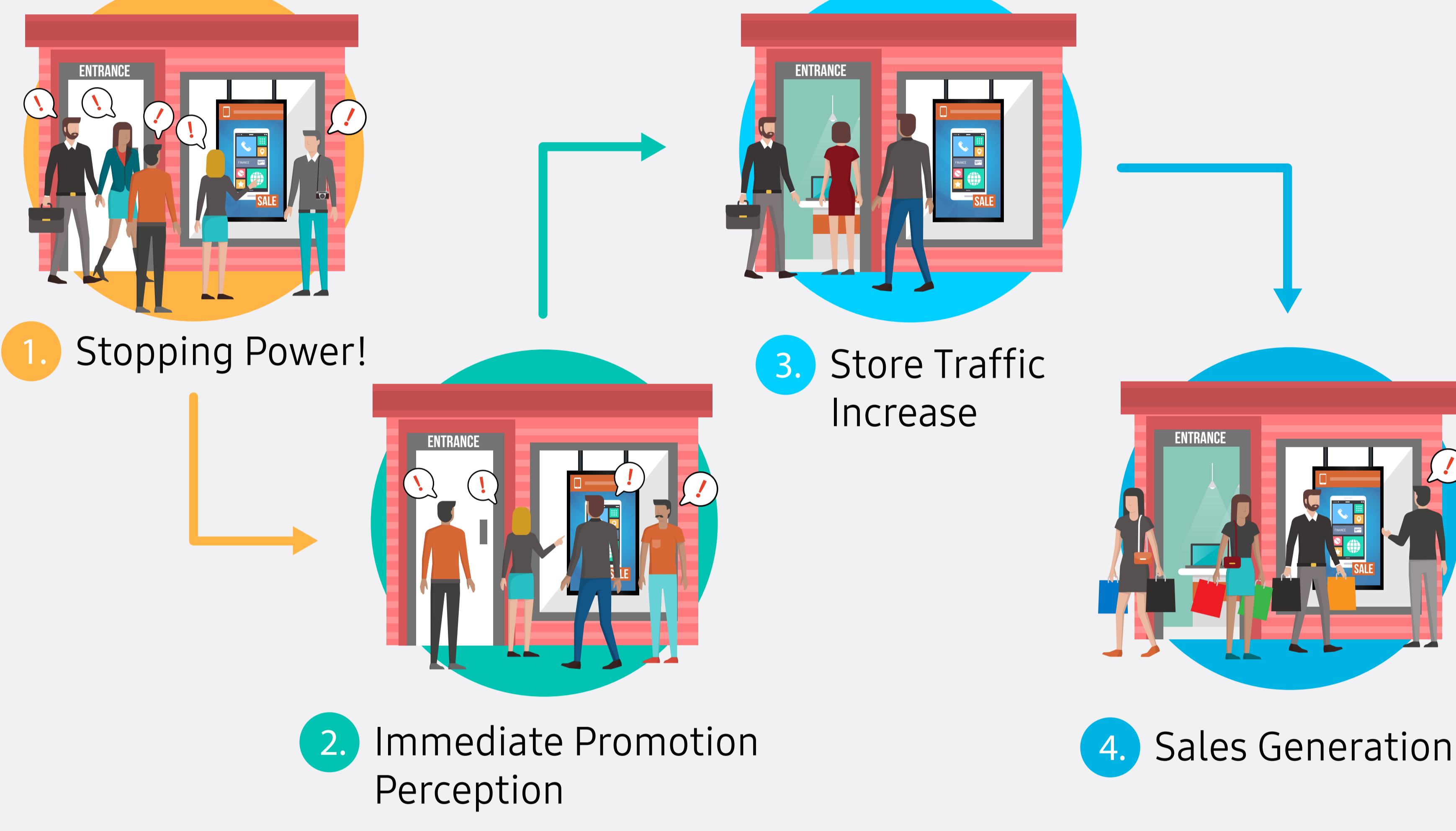
Cost Efficiency



One-time investment, long-term value

## 4 benefits of digital window display

Digital window displays provide retailers with immediate value that directly impacts the bottom line.

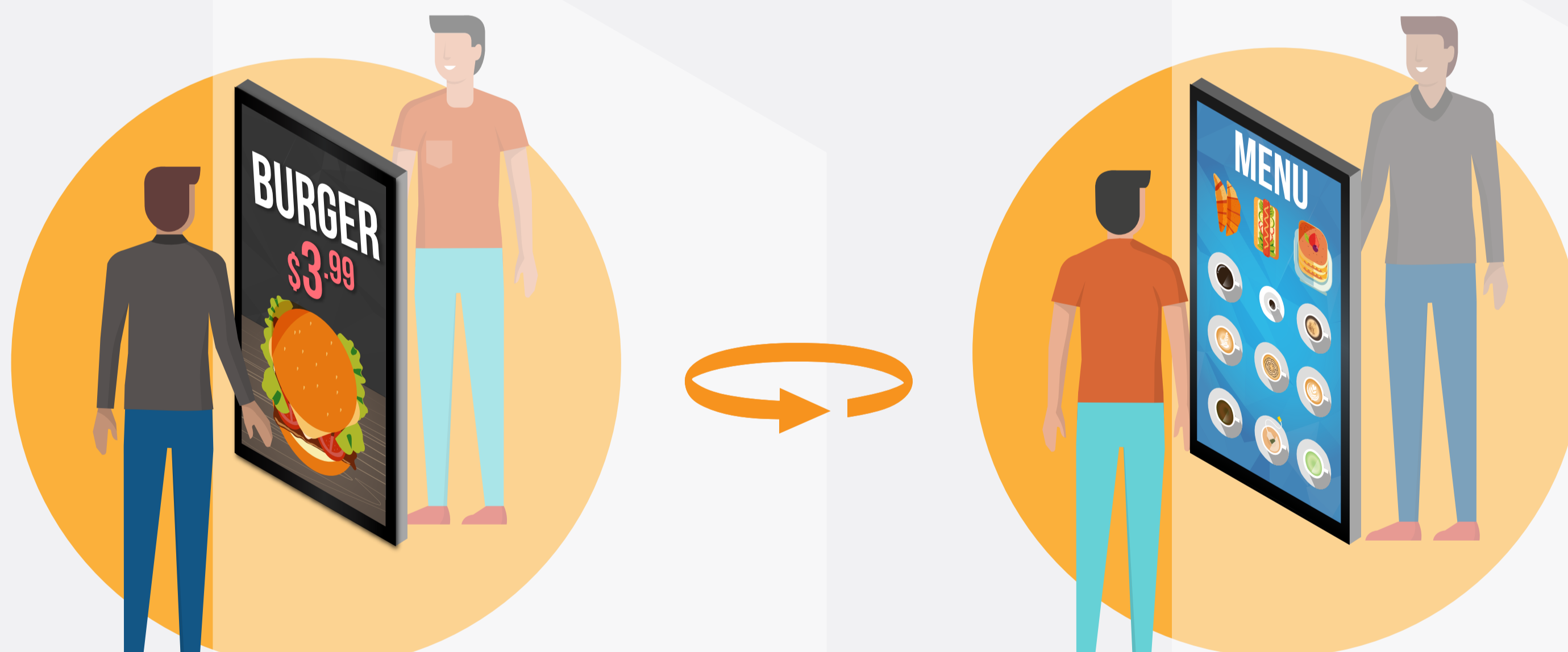


## 3 things you need to check before choosing digital signage



### 1. Is it bright enough?

Digital signage delivers bright, crisp visibility to catch the eye of potential customers, even in direct sunlight.



### 2. Does the design fit with the store interior?

Digital signage makes the display a natural extension of the store.

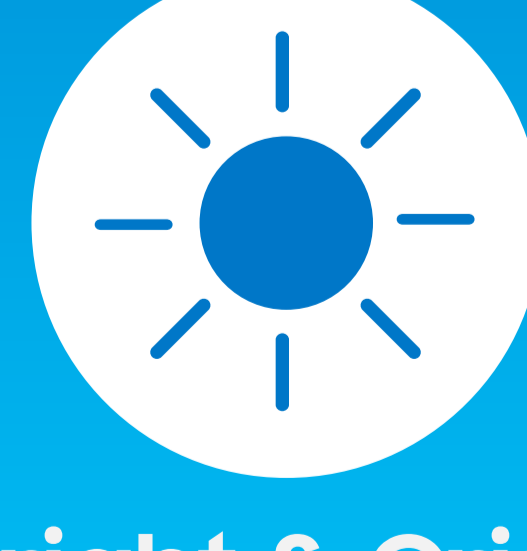
Double-sided digital signage frees up space and can reach double the potential customers with both sides of one display.

### 3. Is it easy to maintain?

Embedded media player allows for easy content management without a PC.

Built-in Wi-Fi and efficient power consumption enable smart operation.

## Introducing Samsung OMN series window displays: Brilliance by design



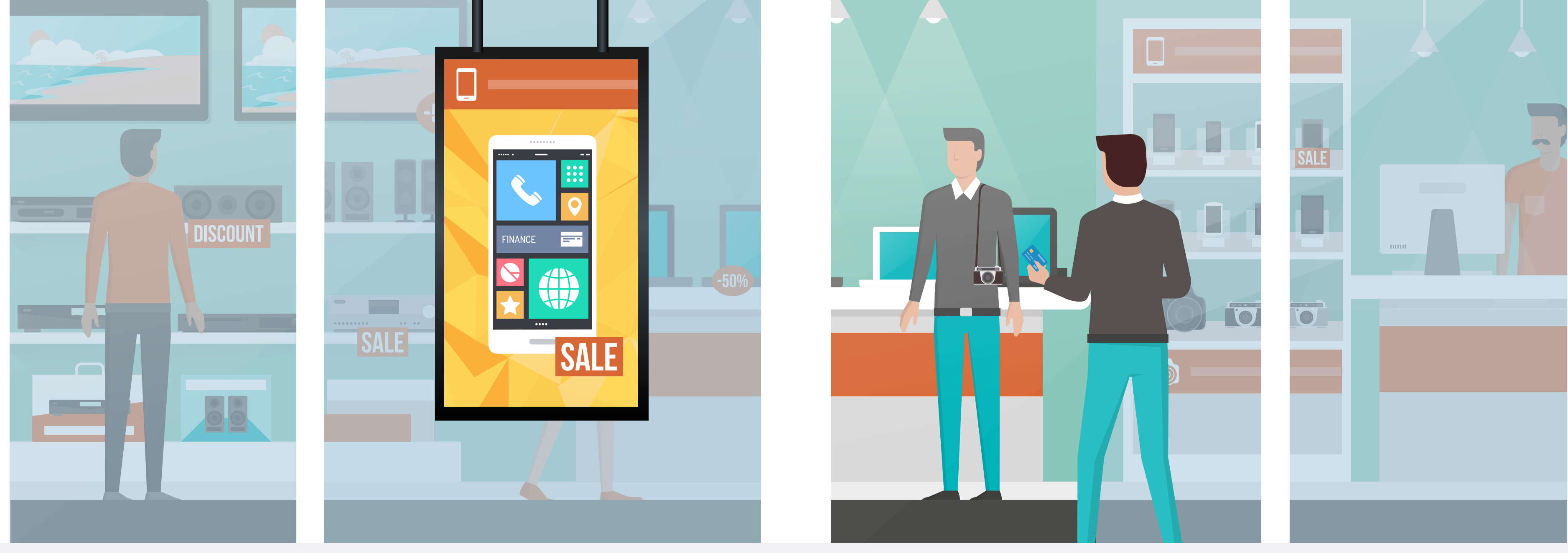
Bright & Crisp Visibility



Slim & Modern Design



Efficient Operation



For further details, please visit [www.samsung.com/smartsignage](http://www.samsung.com/smartsignage)

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