

Smart Display Trends



01

SMART RETAIL DISPLAYS

Shoppers come into the store looking to see and touch products, but also have expectations of being entertained. As brick-and-mortar retailers strive to stay relevant with shoppers, the smart retail display will be an affordable, yet integral part of the retail experience of the future.

02

INCREASED SMARTPHONE USAGE

Retail displays that allow the customer to interact using their smartphone will provide an additional touchpoint and way to engage with consumers. They also provide an opportunity for customers to ask questions and save information for later.

03

ONLINE FEATURES IN-STORE

Smart retail displays provide a hybrid experience for consumers, allowing them to shop in-store and online at the same time, increasing the chances of them making a purchase.

04

CONTENT MANAGEMENT SYSTEMS (CMS)

Using a CMS to control smart displays gives the retailer the ability to deliver display graphics remotely, geotarget ads and music and gather more sophisticated customer and preference data.

05

DISPLAY COLLABORATIONS

With smart displays, retailers can create collaborations between brands, saving money and space on the salesfloor.