



## MicroSigns Digital Signage Platform

# Interactive digital content management and analytics.



Instantly make simultaneous content changes to as many devices as needed



Customizable language support to engage global audiences



Analytics dashboard provides real-time insights into shopper behavior

### OVERVIEW

InVue's MicroSigns platform provides a cloud-based solution to deliver fully interactive messaging that engages customers and empowers them to learn more about featured products, promotions, or plans. Managed at the corporate level, MicroSigns drives efficiency, and ensures that content is compelling, consistent, and compliant across all stores.

### USE MICROSIGNS TO MANAGE DIGITAL CONTENT FOR ANY BUSINESS



Consumer Electronics



Clothing



Grocery



Banking



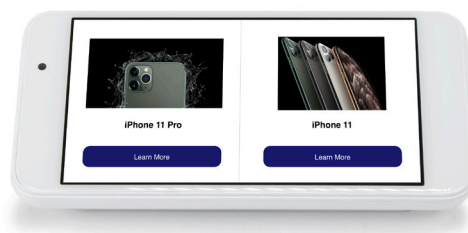
Healthcare

### FEATURES AND BENEFITS

- › Cloud based software accessible anywhere
- › Schedule and manage content in advance
- › Create multiple customized content templates and device types
- › Analytics — easy access to campaign data through BI reporting; quickly determine optimal content that drives the most incremental sales
- › Creates a productive wait time experience for customers with self-guided content
- › Operational cost savings driven by improved associate efficiency with digital management of promotion or pricing changes
- › Reduces transaction time as digital content allows customers to self-serve
- › Reduces spend and travel on content compliance audits
- › Content flexibility allows for cross-sell; deeper customer engagement

### MICROPLAYERS

Microsigns compatible display options that provide a versatile visual to complement your store aesthetic and create a consistent experience.



MicroPlayer5

**THE AMERICAS** 704.752.6513 • 888.55.INVUE  
**EUROPE, MIDDLE EAST & AFRICA** +31.23.8900150  
**ASIA PACIFIC** +852.3127.6811