

# Solutions Catalogue

SCAN<sup>®</sup> Digital Signage

14:30 NIX PREMIUM OUTLET ☁️ 26°

**Make  
It  
Your  
Season**

SEARCH 📍 🚗 ☀️ **SUMMER SALE**

This digital signage panel displays a promotional advertisement for NIX Premium Outlet. At the top, it shows the time 14:30, the store name 'NIX PREMIUM OUTLET', and a weather icon with a temperature of 26°. The main content is a large image of a woman with long blonde hair and red lipstick, with the text 'Make It Your Season' overlaid in large, colorful letters. At the bottom, there is a navigation bar with icons for search, location, bus, and weather, along with a 'SUMMER SALE' banner.

NIX PREMIUM OUTLET  
FINAL SALE

MALL'S DIRECTORY B1F 1F 2F

EXIT

CASUAL WOMAN'S DRESS MENS WEAR

FACILITY TOILET NURSING ROOM WASTE BASKET ATM

A woman in a yellow dress is interacting with the screen.

This digital signage panel displays a mall directory and facility information. At the top, it shows the store name 'NIX PREMIUM OUTLET' and 'FINAL SALE'. Below that, there is a 'MALL'S DIRECTORY' section with buttons for 'B1F', '1F', and '2F'. The main content is a large map of the mall with various colored buttons for different areas like 'CENTRAL', 'WOMAN'S DRESS', 'MENS WEAR', 'TOILET', 'NURSING ROOM', 'WASTE BASKET', 'ATM', 'EXIT', 'SEARCH', 'MENS WEAR', 'WOMAN'S DRESS', 'CASUAL', 'MENS WEAR', 'TOILET', 'NURSING ROOM', 'WASTE BASKET', 'ATM'. A woman in a yellow dress is interacting with the screen. At the bottom, there is a 'FACILITY' section with icons for 'TOILET', 'NURSING ROOM', 'WASTE BASKET', 'ATM', 'SEARCH', 'MENS WEAR', 'WOMAN'S DRESS', 'CASUAL', 'MENS WEAR', 'TOILET', 'NURSING ROOM', 'WASTE BASKET', 'ATM'.

# Introducing Scan

Here at Scan we've spent over 30 years focusing on just three things – technology, people, and how we bring them together. Whatever your passion, be it PC gaming, professional graphics, video editing, music production, high performance compute or artificial intelligence – we have a team of specialists ready and waiting to help you find exactly what you need, even if it's just some good friendly advice.



## Specification

What we know. Inside out. Computers, Components, Gaming, Audio, Video, Graphics, HPC, AI, Cloud and Digital Signage. We build bespoke computer systems for them all - inspired by our experience.



## Services

How we do things. People-focused. Going the extra mile. Passionate about giving people what they need. Build relationships and nurture loyalty. Speed. On-time deliveries.



## Satisfaction

What sets us apart. Our depth of understanding and guidance. Innovative and visionary sourcing. Award-winning service and custom builds. The reasons people keep coming back.



# Scan Family of Brands

## SCAN<sup>®</sup> 3XS

Alongside the Scan brand sits 3XS, our system build division, that underpins all our specialist Scan and Scan Business brands. An expert team of system architects work to develop PCs, workstations, laptops and servers tailor-made for the specific audience of each of our main Scan brand four specialist sub brands - Pro Gaming, Pro Audio, Pro Video and Pro Graphics. Each of these divisions is built on dedicated expertise in their particular field and features its own website, sales teams and technical experts.

### PRO GAMING

Scan Pro Gaming is the home of the fastest gaming desktop PCs and laptops to give you that competitive edge.

### PRO AUDIO

The Scan Pro Audio team's depth of knowledge and hand selected range provides the perfect base for all of your musical needs - whether its instruments, accessories, digital audio workstation technology or studio equipment.

### PRO VIDEO

The Scan Pro Video team offers solutions and support to all aspects of the industry - from professional editors, digital artists and vloggers - to cinematographers, photographers, colourists and DITs.

### PRO GRAPHICS

Scan Pro Graphics develops workstations and servers for graphics intensive workloads. Our portfolio also includes virtualised GPU solutions for VDI, graphics and rendering.

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## SCAN<sup>®</sup> Business

Beneath our main Scan Business brand sit a further four specialist sub brands - built on dedicated expertise in their particular field and designed to address the challenges of any size organisation. Each specialist Business brand has its own website, sales teams and technical experts and consultants.

### SCAN<sup>®</sup> IT

Scan acts as the trusted partner for all your client and back-end hardware needs together with installation and services.

### SCAN<sup>®</sup> AI

Desktop, datacentre and cloud solutions for developing and deploying deep learning and AI models.

### SCAN<sup>®</sup> Cloud

Delivering high performance virtualised GPR-accelerated applications to any device, anywhere.

### SCAN<sup>®</sup> Digital Signage

End-to-end provider for Control Room Solutions, Interactive Signage Experiences, Analytics and everything in-between.

# SCAN<sup>s</sup> Digital Signage

## Introducing our multi-faceted, customer-driving, digital solutions

Digital Signage is the communication tool everybody wants, and here at Scan, we're perfectly placed to provide the best possible solution too - whether this is hardware, software, analytics, creative, management, or support & maintenance.



# Digital Signage

## Supercharge your POS.

Create more impact by serving your customers extra content that's both engaging and responsive. Plus, our cloud based content management system makes it quick and easy to keep your customers up to date with all your latest products and services. We are compatible with every type of screen, including System-on-Chip, LED, video walls, mirror displays and transparent screens.





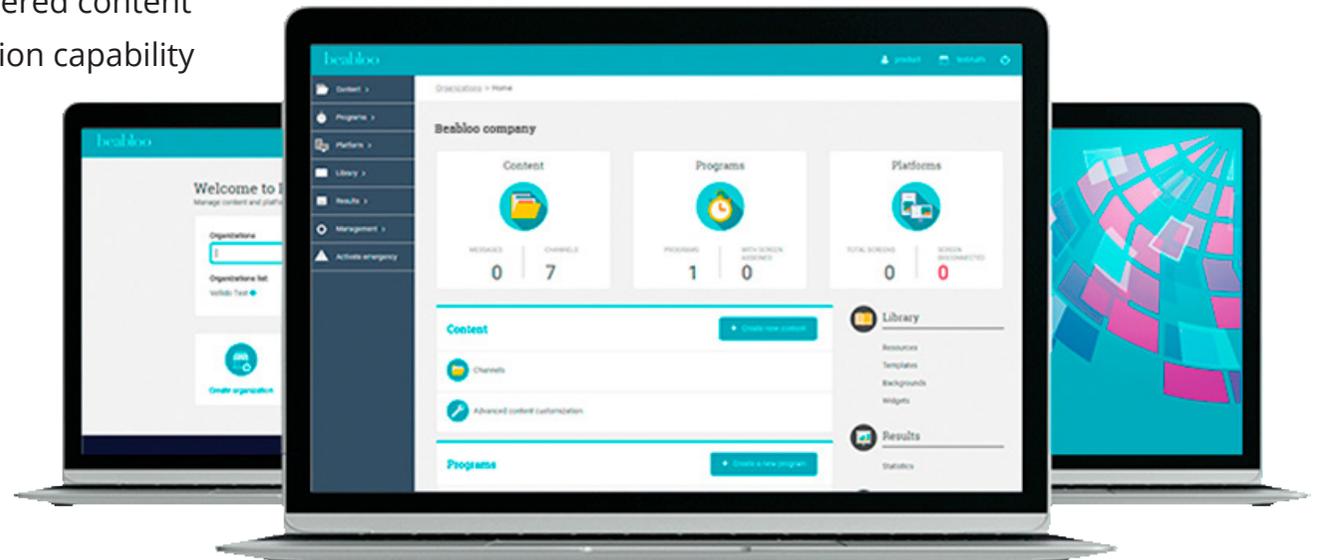
# Content Management

## Making digital signage easy and accessible

Our powerful and user-friendly Content Management System (CMS) is web-based, easy to deploy and helps retailers advertise new products and special offers.

Some benefits include:

- Centrally managed
- Selection of widgets
- Wide variety of file formats
- Easy content scheduling
- Assign content by screen
- Assign to entire estate
- Interactive/touch content
- Dynamic triggered content
- Content creation capability





# Audience Analytics

## Get to know your customers better.

Turn any of your existing screens into powerful analytics engines. Use anonymous facial detection to identify the age range, gender and dwell times of your customers. This lets you test the effectiveness of your messages and trigger the right content for the right customer.

All data collected is anonymous and complies to European privacy laws





# Analytics Dashboard

## What data do we collect?

Data can be viewed as a full analysis of the content or separated out and broken down by each individual piece of content, screen, zone or even store.

**Impressions** - This is the number of times content was displayed on the screen within the selected period.

**Views** - Number of faces detected in front of the screen while playing content

**Total OTS** - Opportunity to see (OTS) is when a person passes through the camera's field of view and doesn't look at the screen, or looks for less than 0.3 seconds. Total OTS is the total sum of people (not unique) who had the opportunity to see the screen within the selected period.

**Gender** - Understand how many men and women viewed each piece of content within a selected period, there may be an unidentifiable number. The precision when detecting gender is over 90%.

**Age Range** - The views for each piece of content is broken down by age range, there may be an unidentifiable number.

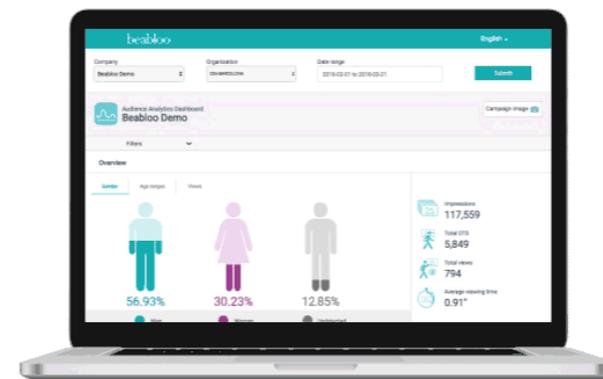
**Average Viewing Time** - This is the average time a face was detected in front of the screen.

**Effective Viewing Time** - The % of the Broadcast time that people actually viewed content (Average Viewing Time / Total Broadcast Time)

**Effective Impressions** - The % of impressions that convert to views

**Effective Views** - The % of Opportunity to See (OTS)

**Total Views** - This is the number of faces that were detected in front of the screen while content was displayed. Indicates the total number of all aggregated content





# Wi-Fi Analytics

Learn from your customer's behaviour.

Our Wi-Fi analytics solution uses anonymous signals from smart devices (such as mobile phones) to measure foot traffic in and around a store and can also measure conversion of traffic into store. The data can distinguish between new and recurrent customers\* who visit a given location during a selected period, and their operating device.

\*The accuracy of this data can be affected if a device uses MAC ID randomisation.





# People Counting

**Understand foot traffic through the doors and departments.** Our people counting software is able to count the number of people that not only pass into your store, it can also measure footfall outside your store to help you understand the potential foot traffic into store, thus provide a conversion ratio of passing customers to those that enter. We can also count the number of people that pass through various departments or even floors of your store.

Using Artificial Intelligence, we can also remove staff from the numbers counted to increase accuracy of the data collected. The technology has a low Total Cost of Ownership (TCO) as the software can run on currently installed CCTV cameras, meaning hardware costs and installation can be very low.



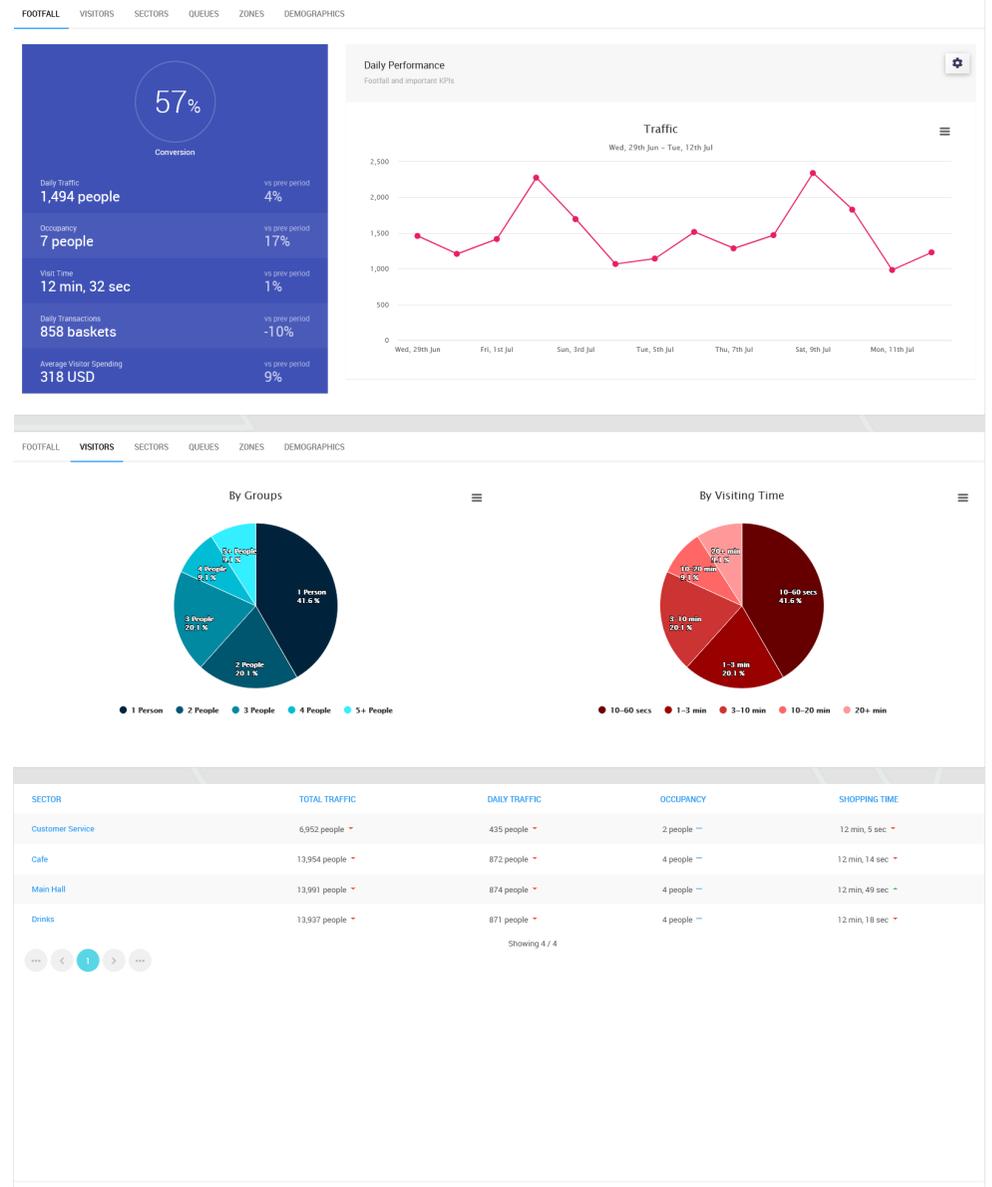


# Analytics Dashboard

## What data can you gather?

- Daily Traffic
- Occupancy Level
- Average Visit Time
- Time of Day

The solution can also predict the number of visitors expected in a day and what the busiest time is expected to be.



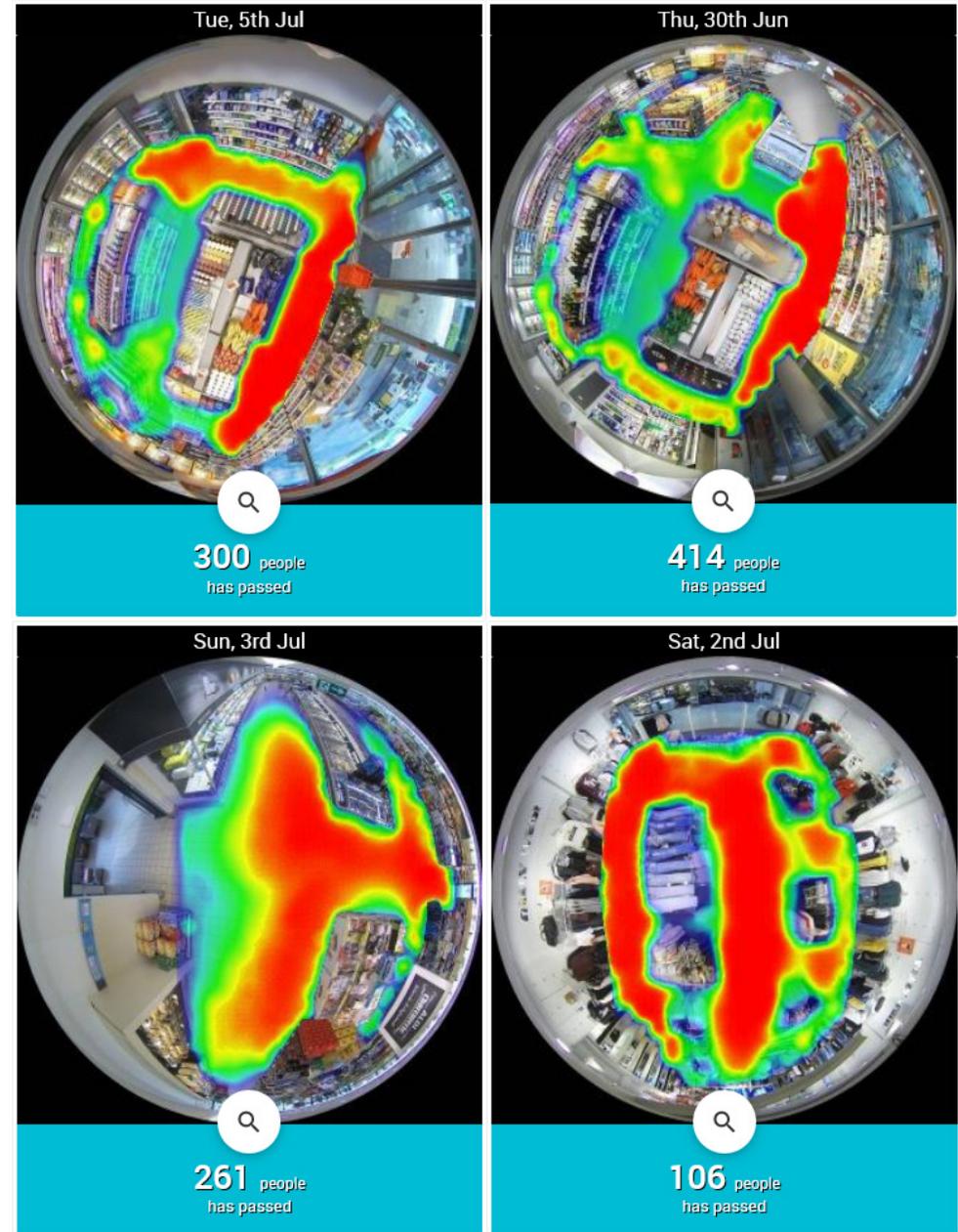


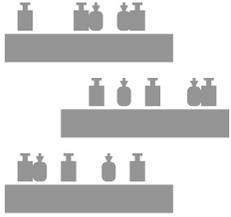
# Zone Analytics

Analyse behaviour in different zones of a physical space. With Zone Analytics, arbitrary zones can be defined, and a full analytic report can define everything about the zone. How many shoppers passed from the zone? How many of them stopped and interacted with the products? What is the average dwell time for the zone?

What data can you gather?:

- Number of passers-by from the zone
- Number of impressions at the zone
- Average dwell (shopping) time
- Historical report at hourly & daily intervals





# Shelf Analytics

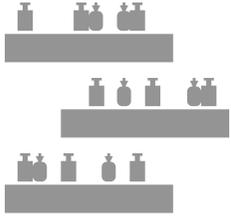
## Optimising the backbone of retail stores

In most normal stores, shelves accounts for approximately 75% of all sales, so one of the main components of any successful retail store is how the shelves are arranged. There are two key aspects to any shelf:

1. Range. What is the perfect number of SKU's in a shelf? Most shelves have too many different products stacked in a limited space.
2. Merchandising. Presenting your products in a way that is visually appealing while also simultaneously generating sales interest.

Both are vital yet hard to master. The use of technology in order to modernise this aspect of retail has proven to be extremely valuable.



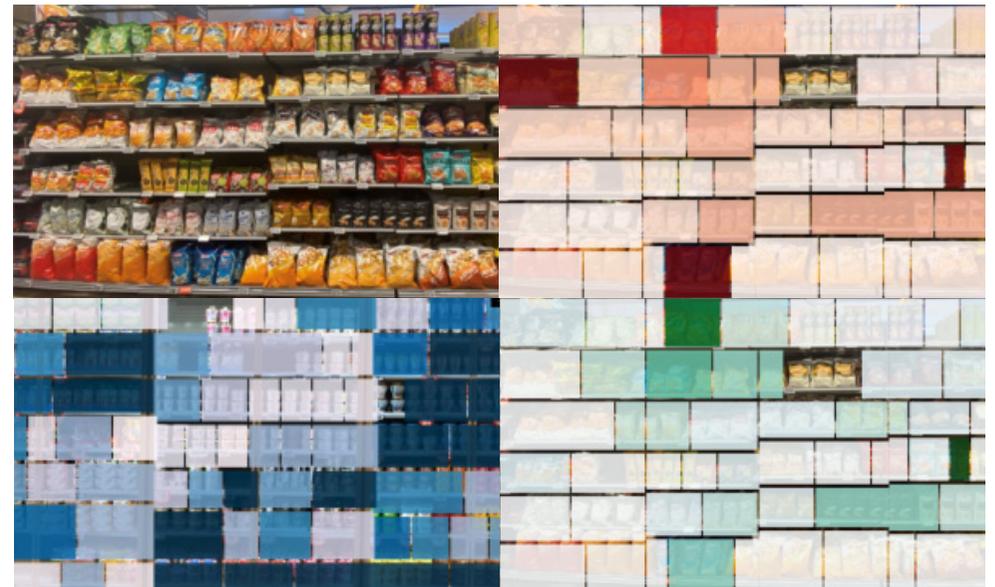


# Analytics Dashboards

## Easy to Implement - Easy to Use

Shelf Analytics tools uses advanced AI algorithms alongside rigorous A-B testing in order to tweak and refine your shelving until it reaches its best possible state.

The Space Management tools also come with software that allows for visual performance indicators that make it easy to track data no matter how tech-savvy you are, or not.





# Queue Management

## Real-Time Service Quality Monitoring

Queue management is about understanding when and how many customers queue up at check-out. Our queue management solution ensures whether the shoppers in the lines are getting qualified service in accordance with the retailer's service management target.

- With the help of queue management tools the retailers can easily align existing resources with the shopper demand.
- The shopkeepers are provided with operational suggestions like assigning new cashiers or closing down the empty ones in real-time.
- The prediction system provides notifications instantly.



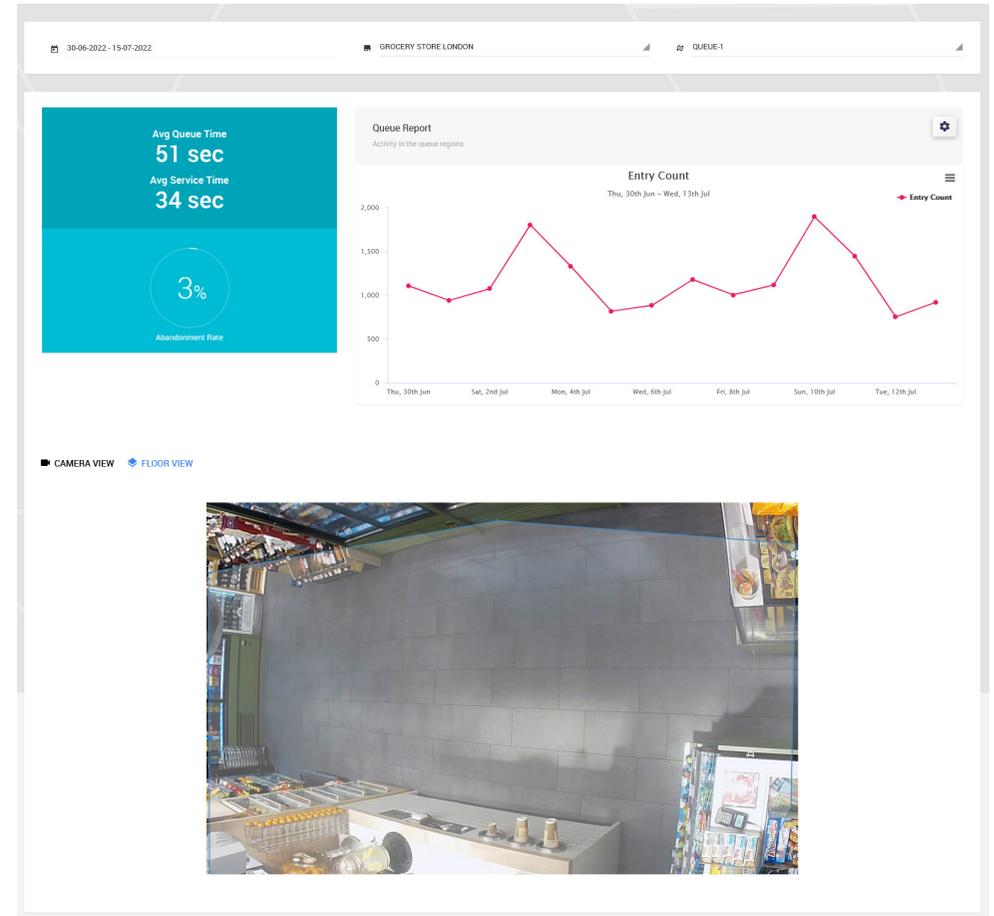


# Analytics Dashboard

## Optimise Service Quality using real-time data

The Queue Management System can accurately measure how many customers line up and how much time they spent waiting.

The system presents real-time tools for improving customer satisfaction and effective staff management. With the help of our queue management solution, the business owners can swiftly optimise service quality at the same time lowering employee costs.

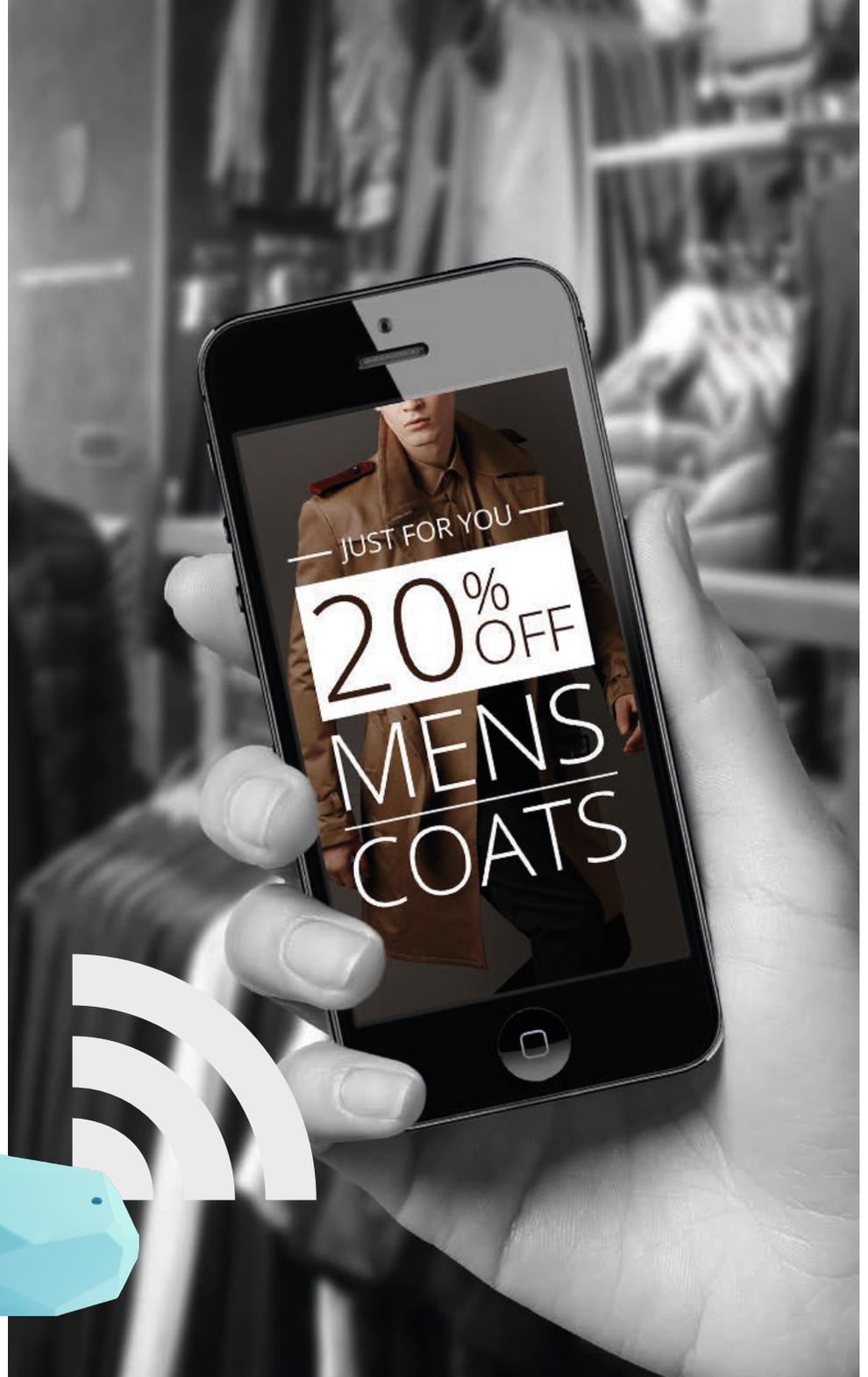




# Beacons

## Timing is everything.

Beacons are little devices that can be attached to any location. They let you send information and offers to customers' with your smartphone app via push notifications at specific locations inside and outside your store. Plus Magic Sign lets you compliment the notifications by triggering extra content on nearby digital screens, creating even more impact.





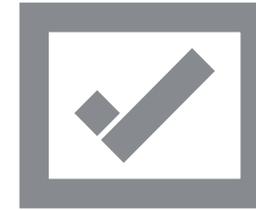
## Barcode Scanning

Barcode scanning lets you offer your customers additional, more engaging information about products in an instant, which helps your customers make the decision to buy.



## RFID

RFID tags can be attached to products tags/stickers to trigger relevant information or extra content on nearby digital screens. They can also be used to track/manage inventory and assets.



## Satisfaction Survey

Make customer feedback surveys more insightful by adding powerful video analytics, enabling you to learn even more about your customers.





# Artificial Intelligence

## **AI that learns from audiences, sales and stock data**

By analysing the campaign, audience, sales, stock data and attribution in real time, our AI solution understands what content will be most attractive to the viewer. Its main goal is to enhance the customer experience.

This also activates digital signage systems, making accurate predictions about which content is the most desired and showing it at the right time and in the right place.

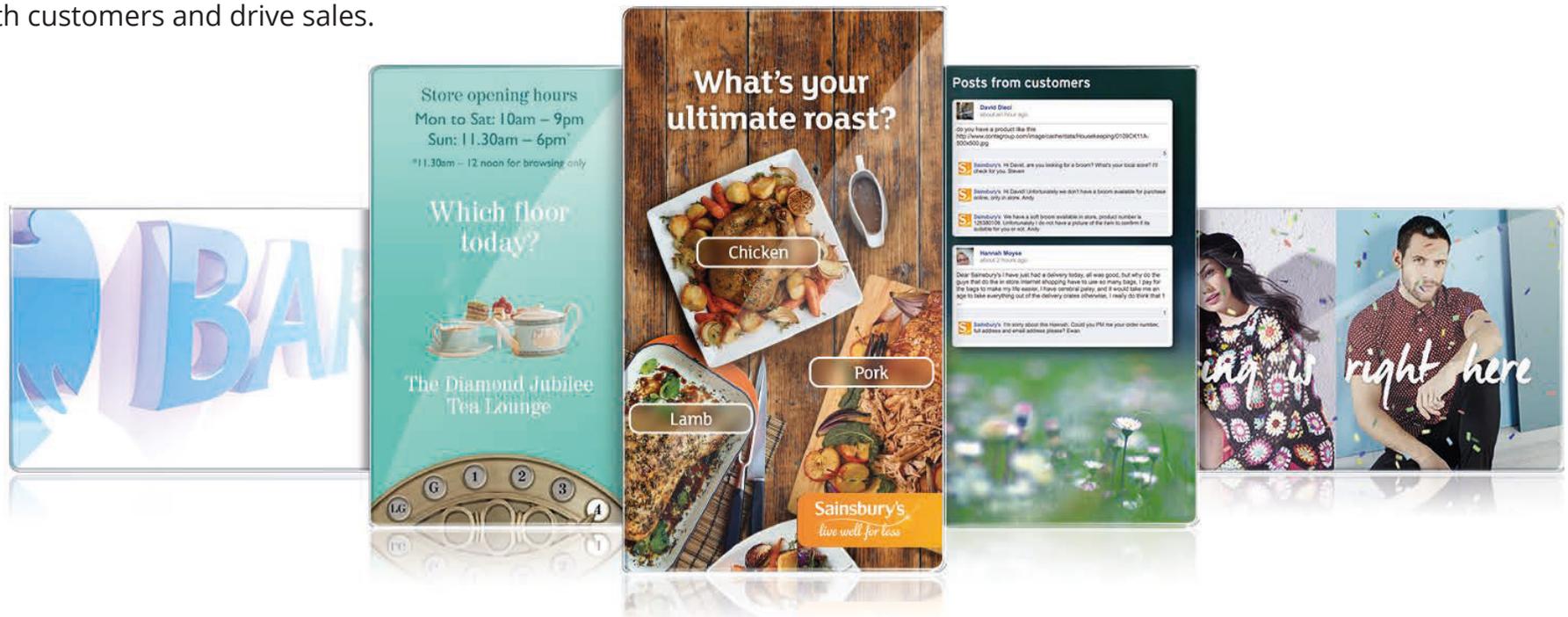




# Content Creation

Content is just as important as the technology itself. And as marketing is all about telling stories, digital signage allows us to turn stores into stories.

We can also advise you on where to place and use your technology for the best results, help you communicate more effectively with customers and drive sales.



## THANK YOU

If you'd like to know more,  
contact us on:

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**SCAN<sup>®</sup>** Digital Signage