Edge-enabled digital signage

Food and beverage companies are using edge-enabled digital signs to directly engage customers at point of purchase. Utilizing near real-time analytics with high reliability, edge can present personalized content to customers at the right time.

How digital signage works

1. Customer moves toward digital signage with edge-connected proximity sensors

2. Proximity sensors detect how long customer has been near sign and their interaction with store display (e.g., open cooler door); Digital sign transmits data to on-premises edge

3. Analytics run on the edge generate custom content sent to digital sign—further personalized based on local factors such as weather, sports games and time of day

4. Customer receives dynamic, full-motion video advertisements offering real-time information about products, helping to increase sales and brand awareness

Potential benefits

- Multiplying correlation between content and purchase behavior by \(2x^1\)
- Boosting sales for products in digital sign-based coolers by \(5-10\%^2\)

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1. McKinsey retail expert interviews, January 2022

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