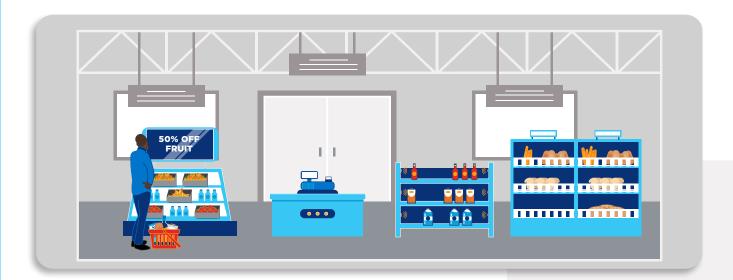
## **Edge-enabled digital signage**

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

Customer moves toward digital signage with edge-connected proximity sensors

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

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

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



Boosting sales for products in digital sign-based coolers by



## EXPLORE EDGE SOLUTIONS

<sup>1</sup>McKinsey retail expert interviews, January 2022 <sup>2</sup>Marketing Brew, *Are Cooler Screens the fridge of the future*?, Oct. 25, 2021

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