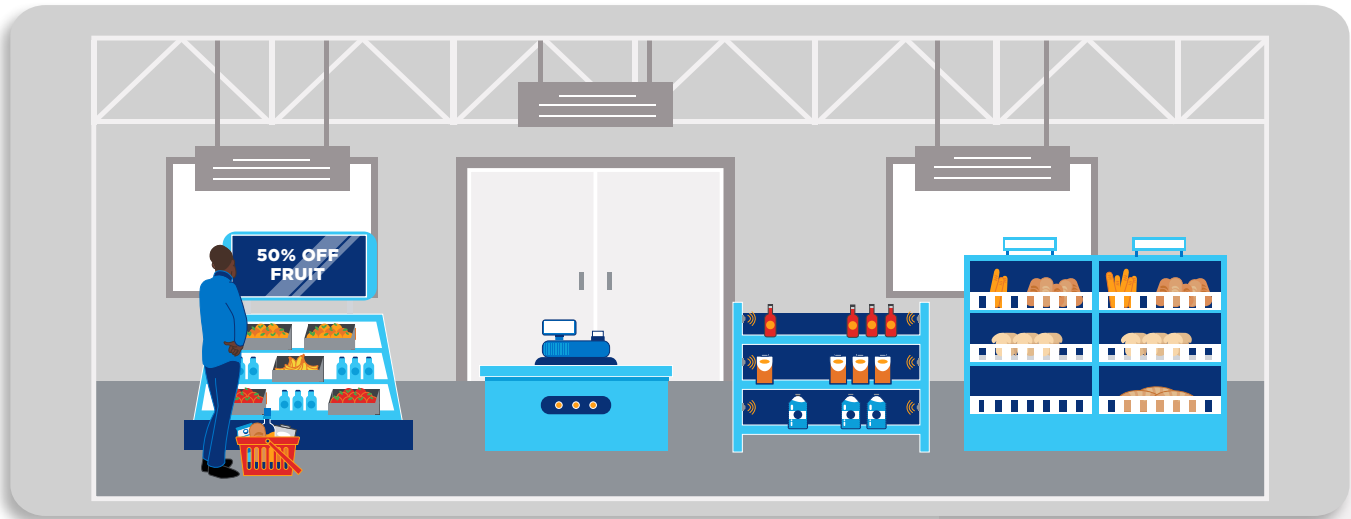


# Edge-enabled digital signage

Food and beverage companies are using edge-enabled digital signs to directly engage customers at point of purchase. Utilising near real-time analytics with high reliability, edge can present personalised 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 personalised 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<sup>1</sup>**

Boosting sales for products in digital sign-based coolers by

**5-10%<sup>2</sup>**

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<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

[www.lumen.com/edge](http://www.lumen.com/edge)