

Modernize your location and drive engagement with digital signage solutions



With AT&T Digital Signage Solutions, your company can gain the digital advantage by bringing the personalized, connected, and interactive experience to your customers and guests that they have come to expect. Use innovative digital signage solutions to drive engagement, improve operations, connect with customers, lift sales, and more.

Digital signage isn't just about broadcasting media that you would normally print onto a display. It's about harnessing digital technology to transform the way you and your customers interact, giving you the tools you need to more effectively engage.

Give your customers and guests an exciting digital experience that draws them in and creates

lasting impressions of your brand. AT&T Digital Signage Solutions provide a comprehensive system of interactive devices and tablets that improve the way your business can execute transactions, services, processes, and even operations. Plus, you can get insight into your customers' purchasing behaviors, satisfaction rates, wants, and more, so you can more effectively market to your customers.

Benefits

- Drive more foot traffic
- Helps increase conversions and streamlines admin procedures
- Monitors customer behavior and provides actionable data
- Revitalizes your location's appearance
- Helps you create impressions and sets your brand apart

Features

- Dynamic, interactive ways to engage your audiences
- Mobile point-of-sale devices and self-service kiosks
- Digital solutions that keep your guests entertained and informed
- Single point of contact for your entire digital ecosystem
- Flexible payment/cost structures

Promote your brand, drive revenue, and create impressions

Digital signage gives your business the creative outlet and flexibility it needs to let consumers know who you are and what your business is about. Video walls and digital displays, whether in your lobby or outside your business, can be a dynamic and engaging way to promote your brand, add impressions, and extend your reach. And, unlike print, digital signage content can be changed or cycled with ease and at low-to-no additional cost.

In addition, digital kiosks and virtual concierges offer your business the unique opportunity to expand your reach. Kiosks outside of your location can extend your brand presence and help you capture additional sales.

Empower your business with new ways to enhance services

No matter your industry, AT&T Digital Signage Solutions empower your business with unique and exciting ways to drive customer engagement and enhance the overall efficiency of your workforce:

- **Improved company communications** - Enable a new level of reach and synchronization between sites and allow central management of content.
 - Stream live video over your digital signage to announce the launch of a new product line or a new benefits package to all employees.
- **Data-driven content** - Tailor content to reflect real-time conditions and use relevant data to create custom messaging.
 - A sunny day triggers ads in a hotel lobby encouraging visitors to use your brand's mobile app to have lunch delivered poolside.
- **Relevant real-time messaging** - Display up-to-the-moment information like product promotions, process tips and instructions, current event news, and more.
 - A quick-service restaurant can digitally display menu items and support day-part menu items and dynamic pricing.

Build your digital ecosystem with a single provider

A rich, edge-to-edge digital ecosystem can be comprised of dozens, even hundreds of digital signage devices. AT&T Digital Signage Solutions gives you a single point of contact for the management and support of those devices. Eliminate the hassle of juggling multiple contracts and vendors by aligning yourself with a single provider that offers complete managed solutions with industry leading technologies.

These solutions include:

Digital Signage: Share a consistent message across all your locations. AT&T Digital Signage allows you to control the content you share on digital displays dynamically, all managed through a cloud-based dashboard. Applications range from digital messaging screens, street facing signage, video walls, common area displays and more.



Interactive Display: With AT&T Interactive Display, you can find new ways to engage with your customers. Touchscreen experiences provide a highly-engaging, self-serve option that customers enjoy. Applications include self-serve kiosks, digital wayfinding displays, virtual catalogues, and more.



Immersive Display: Bring experiences to life for your customers and guests. Augmented Reality can deliver immersive experiences and new ways of interacting with your brand. AT&T Immersive Display can put your customers right in the action with famous athletes, celebrities, and characters. Other applications include Magic Mirror technology, which allows users to virtually try on clothing, accessories, and more.





Ensure you have the right digital strategy for your business

AT&T technologies and expertise help interconnect the features of your digital landscape, so you can optimize your business and bottom line. Whether your business is retail or hospitality, we can help design the right AT&T Digital Signage solution for your business with:

- A flexible payment and cost structure
- Proven, tested and scalable solutions that have been deployed across 1000s of locations
- A single provider, rather than a patchwork of multiple vendors

Our approach involves guiding your business every step of the way, from helping define your business goals and prototyping a scalable solution to providing ongoing technical support and training after installation.



Why AT&T?

Our edge-to-edge technologies provide virtually seamless integration across endpoints, connectivity, data in the cloud, and cybersecurity. We offer solutions in IoT, Cybersecurity, Cloud Solutions, Mobility, Voice and Collaboration, Internet and Networking Services, and DIRECTV for Business.

For more information, call your AT&T representative.