



Visual Retail Security

Great combination

VRS is a great combination of a Visual In-Store Merchandising and Shopguard's exclusive Loop Alarm System. Using VRS, you will be able to increase the customer's shopping experience, while all items for sale stay professionally and almost invisibly protected.

Lifting a product on your VRS display will activate the overhead LCD screen which will reveal real-time product information to your customer. Choosing the proper content will attract people - your sales will increase and your shrinkage will be significantly reduced.

Interactive user interface will enable you to register potential customers, which enables proactive follow-up communication that increases conversion rates. Displaying cross-sell recommendations and offers will increase ticket size.

Standby mode

Video • Flash animation • Slideshow • TV • Radio • Music
Web page • Welcome text

Grab a product

Brand • Type of product • Price • Technical details • Features of the product

Touch screen

Any interactive touch screen can be easily connected over USB/RS232 to the VRS system, enhancing the shopping experience with interactive content as known from the web. Using a touch screen your customer enters a selection surface and can look for a product of different: price, brand, performance, features, etc...

Two products

By lifting two products at the same time, VRS will split the screen and compare same features of these two items.

shopguard **vrs**

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State-of-the-Art retail solutions by Shopguard • Powered and Interactive Loop Alarm Systems • RF EAS antennas and Accessories • Drinkspector (RF/AM/EM) Award Winning bottle tag • Intelligent People Counters • Loxys security cases • www.shopguard.com

Benefits

For the customer

Increases attention - with animated and moving content through dynamic media effect which brings up to 10 times higher probability of perception and a 5 times higher reminder value to the customer

Increases interest - with arguments fitting the customer's expectations and matching the buyer's profile at the right time, at right place and at the right audience

Increases shopping experience - through live presentation of fully functional products, thanks to the integrated charging capability of VRS

Increases information-transfer - through interactive and visual presentation on the screen/touch screen

Increases consulting services to the customer - on demand information on the screen explains all product features and benefits and also suggests alternative products to try. Interactive product selector application enables customers to quickly select relevant products on the basis of preferences (features, price, style, etc.)

For the shop owner

Increases statistics knowledge - by logging any product lift as an interactive action the system generates up-to-date statistics to analyze and to improve shelf positioning, as well as to improve visual merchandising and to justify in-store marketing expenses

Increases in-house communication & motivation - by communicating with the employees and motivating them f.e. with figures comparisons (training videos, company news to be distributed through the screens)

Increases service quality & sales knowledge - by training staff outside of the opening hours interactively (training videos distributed through the screens)

Increase sales - data from the vrs system identifies which products the customers are willing to buy now, which can have an enormous boost on sales

System

Interactivity in details

Default product details shown on the LCD when product is lifted

price • technical details • recommended (related) products (i.e. accessories) • product photo

Statistics and monitoring tools

Frequency of lifting the products (how many times customers picked up the product) • Duration/Time of keeping the product in hand • Event logging • Alarm (position and time) • Deactivation (When and Who has deactivated the system/ alarm) • Reactivation (When and Who has reactivated the system/ alarm)

Easy to use customizable screen saver function

any number of „marketing“ videos can be uploaded as long as it is flash • random and pre-set display functions

Content management

A content manager can easily manage all content over the web. After logging in, with an individual user-name and password over any internet-browser, all authorized contents and components can be easily managed. Shop managers can easily adapt local store-pics or anything they are allowed to do.

Update procedure

VRS-PCs in the retailer shops can be updated automatically with content-data from the Server PC in Head Office • Update procedure can be done immediately (locally or via internet) or on a regular bases (daily, weekly, etc.) • Multiple user-levels can be defined • Sales forces may have the right to relocate products, while store managers may have the authority to change prices and other important pre-defined features License agreements • no license fee due to Linux operating system on each VRS PC • VRS software license to be paid after each VRS PC