

## Why Digital Signage?

### Digital signage is excellent for consumers

More than half of captive viewers in various digital signage installations report an overall enhanced user experience whether in store, in mall, or in the airport. Digital signage actually doubles message retention and brand awareness. At the right time and in the right place, consumers are content to get more information, and businesses are generally happy to oblige.

### Digital signage is good for business

Digital signage is a win-win opportunity for all organizations. Businesses win once by selling advertising space and again by selling more products. With 2/3 of the purchasing decisions made in the store, digital signage can increase sales anywhere between 30% and 50%, depending on the item.

### Flexibility of real-time advertising and information

Digital advertising can be changed immediately according to the user's requirements.

### Targeted audiences

With digital signage, advertising focuses on the best potential customer: and existing customers. It's much easier to convince a current customer to purchase a product that is right in front of them than to convince a new customer to come to the store.

### Cost saving

Every time digital signage users change their message or campaign, they save on printing costs, distribution and processing time.

### Metrics

Digital Signage advertising is more measurable than more traditional forms of advertising.

### Increased sales

In-store digital signage can increase sales for most products, and generate impulse sales for products.

### Educated Consumers

Most consumers view informational signage as encouraging, which helps brand businesses as consumer oriented.

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