Overview

Delivering effective product information in a retail environment can mean the difference between getting the sale and losing it to a competitor. Traditional printed signage can limit the amount of product information that can be displayed to your customers while also making it inconvenient when information changes. Using digital signage in a retail environment can be a very powerful way of displaying vast amounts of information in the same space that may have been used for traditional signage. More than one product can be displayed effortlessly on the same screen while also providing opportunities for interactive capabilities. Product information can be seamlessly updated to reflect sales promotions without the need to task an individual with retrieving outdated signage and posting of new material.

How do Quiktron solutions fit into this type of application?

Retail signage solutions vary based on the intended purpose and placement of the display(s). Some applications may have a signage system that is distributed throughout the store, while others may only use signage in key areas with content that is tailored to a specific product or customer segment. Quiktron offers many products which can support the digital signage needs for retail environments. Signage applications distributed throughout the store can benefit from our VGA with audio over Cat5 solution which can distribute up to 1,000 ft. from source to display. Each transmitter unit includes rack mounting hardware which is ideal for organizing related equipment together within a designated location. Multiple transmitters can be chained together to accommodate more than four displays.

Applications tailoring signage to key locations, which may have interactive touch screen content or require flexibility of placement, may use a dedicated media player with WiFi connected to the rear of the display. Our current lines of VGA, DVI and HDMI cabling in addition to USB or RS232 cabling for touch screens, are ideal for these type signage applications.

Whole Store Distribution Solution Example

The owners of a health food grocery store are interested in investing in a digital signage solution to help promote weekly sale items. They would like to divide the digital signage systems into two different areas – one at the fruits and vegetables department and the other at the deli counter. Because they run weekly promotions that are store wide, the owners have requested that the solution be able to easily switch to a third computer which can display the same presentation over both systems. Both departments will each have four displays with dedicated computers located in the owners' office. The length of each monitor varies from 100 ft. to 400 ft. from the office that will house the computers.

Recommended Solution

Description: 6in Releasable/Reusable Cable Ties – Black – 50 pack
Application: Excess cable should always be handled in an organized manner. Cable zip ties are a perfect cost effective way to manage excess amounts of cabling in the application.
Part number: 2212-43221-001
Quantity: 1

2008-39985-000

2008-39986-000

2006-39974-000

2001-52058-003

2006-40412-003

2601-27350-000

6101-27573-CON

2212-43221-001

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