

Images that sell

Attention-grabbing visualization technology for retail and advertising



BARCO

Visibly yours

Amplify your message, maximize

Did you know that, 30 years ago, city dwellers saw up to 2,000 ad messages a day – whereas today they see up to 5,000?*

People are flooded by all types of messages – ranging from informational to promotional – coming from all sorts of devices and channels, at all times of the day.

As we're all confronted with information overload, advertisers and marketers are faced with the challenging task of catching consumers' attention while getting the right message across. With Barco's eye-catching visualization technologies, your message will truly stand out. Only Barco delivers the most stunning digital canvases, with the most user-friendly content management systems, for retail and advertising available today.

Barco's full range of display and content management technology allows you to create a true experience, rather than pushing your message toward your audience. It enables you to communicate the right information at the right time, to the right audience, and at the right place for a rich and rewarding experience and maximized relevance.

To present the complete portfolio of dedicated technology that we offer you, we've grouped it into four functional categories (as shown on the right). The next three pages illustrate how our technology can be integrated into an airport, a shopping mall, and an urban area.



* 'Anywhere the Eye Can See, It's Likely to See an Ad', The New York Times

your impact

The connected consumer is always 'on'

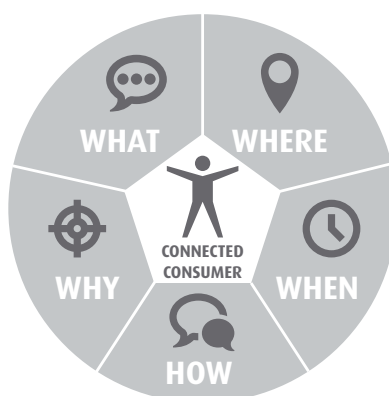
Today, advertisers are confronted with a whole new breed of consumers who are always connected. They know what they want, and they are in control of their buying journey and the ways they interact with brands, retailers and advertisers. These demanding customers crave great customer experiences, look for relevant content, find and share information in new ways, and expect advertisers to show similar behavior.*

Online and offline

The customer eco-system is formed by a combination of online and offline technologies – and this is exactly what Barco's offering addresses. Our range of indoor and outdoor signage includes LCD and LED displays, as well as video walls, to maximize the visibility of your brand and create excitement. Eye-catching visualization is a crucial building block for brand loyalty. Digital display technology is much more powerful than other media, as it can instantly attune messages to the audience, location, time of day, weather conditions, etc.

Five factors

The connected consumer is influenced by the following five factors:



- **What?** What's the message and how is it consumed? Can the consumer interact with the content, or is it one-way communication?
- **Where?** Where is the message consumed? Via what digital media? A public display, mobile device, desktop etc.?
- **When?** When is the message consumed? Browsing for information at night or prior to a transaction?
- **How?** How is the content consumed? In a passive or active way? Can audiences interact and share the message? If so, on what platform?
- **Why?** What's the goal of the message? Does the owner want to influence the buying decision or build its brand?

The omni-channel ecosystem

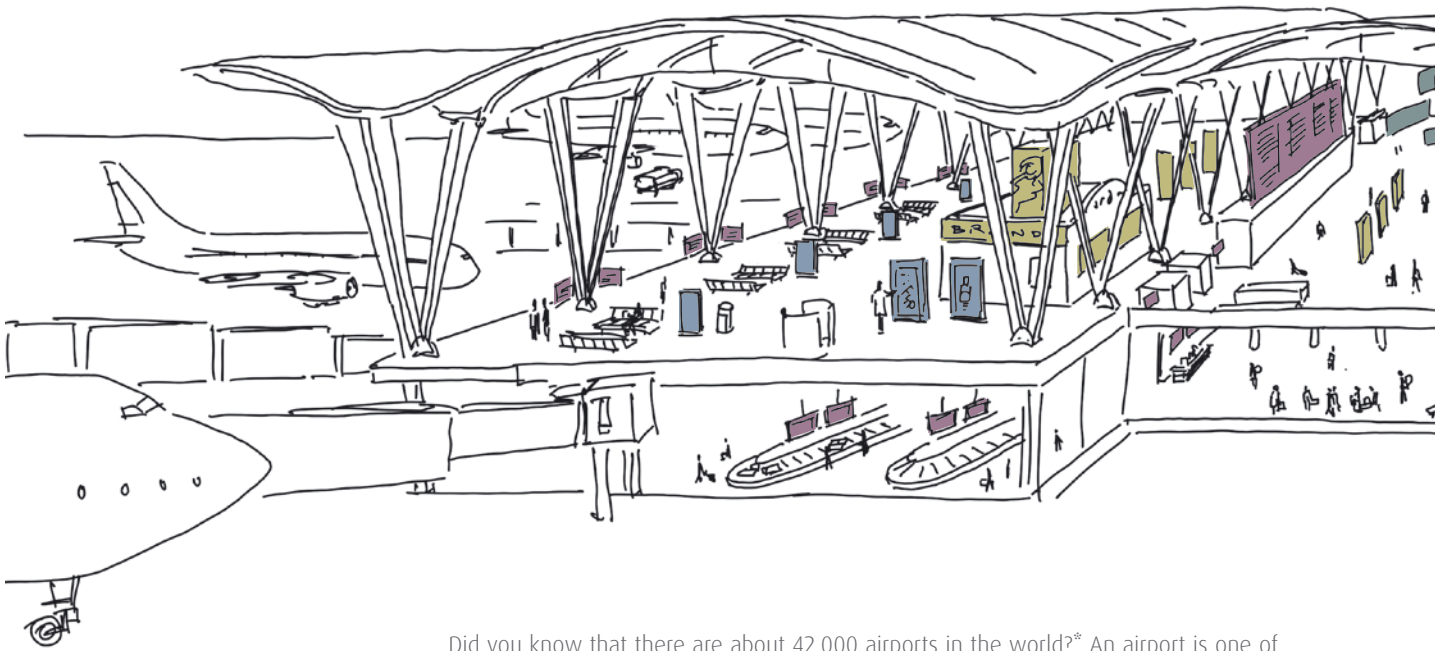
Barco's offering holds a unique position in the omni-channel ecosystem. As the figure below indicates, people and places assume a central place, and Barco's omni-channel visualization hardware technology is represented in the second circle. In combination with consumers' mobile devices, they provide the contact points – ranging from a physical shop to a website and everything in between. The outer circle shows the content and data platforms that are needed to communicate with the consumer. Barco's omni-channel technology provides advertisers with multiple sources to address and interact with people. The unique Barco portfolio combines display hardware with content management software, delivery and playback – all in an integrated package.



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* <http://www.i-scoop.eu/meet-connected-consumer-reconnect/>

Leading the way



Did you know that there are about 42,000 airports in the world?*

An airport is one of those places that never sleep, and so visualization technology has to work flawlessly around the clock. Every year, millions of passengers travel through airports, often spending several hours preparing to board their plane – needless to say, this is a great opportunity to get your message across to a huge audience. As passengers travel through an airport, visualization technology plays a number of different roles: from displaying informational messages and helping passengers find their way to their plane, to updating flight schedules in real-time, to announcing product promotions in the tax-free area.

* <https://www.cia.gov/library/publications/the-world-factbook/fields/2053.html>

Boost the passenger experience

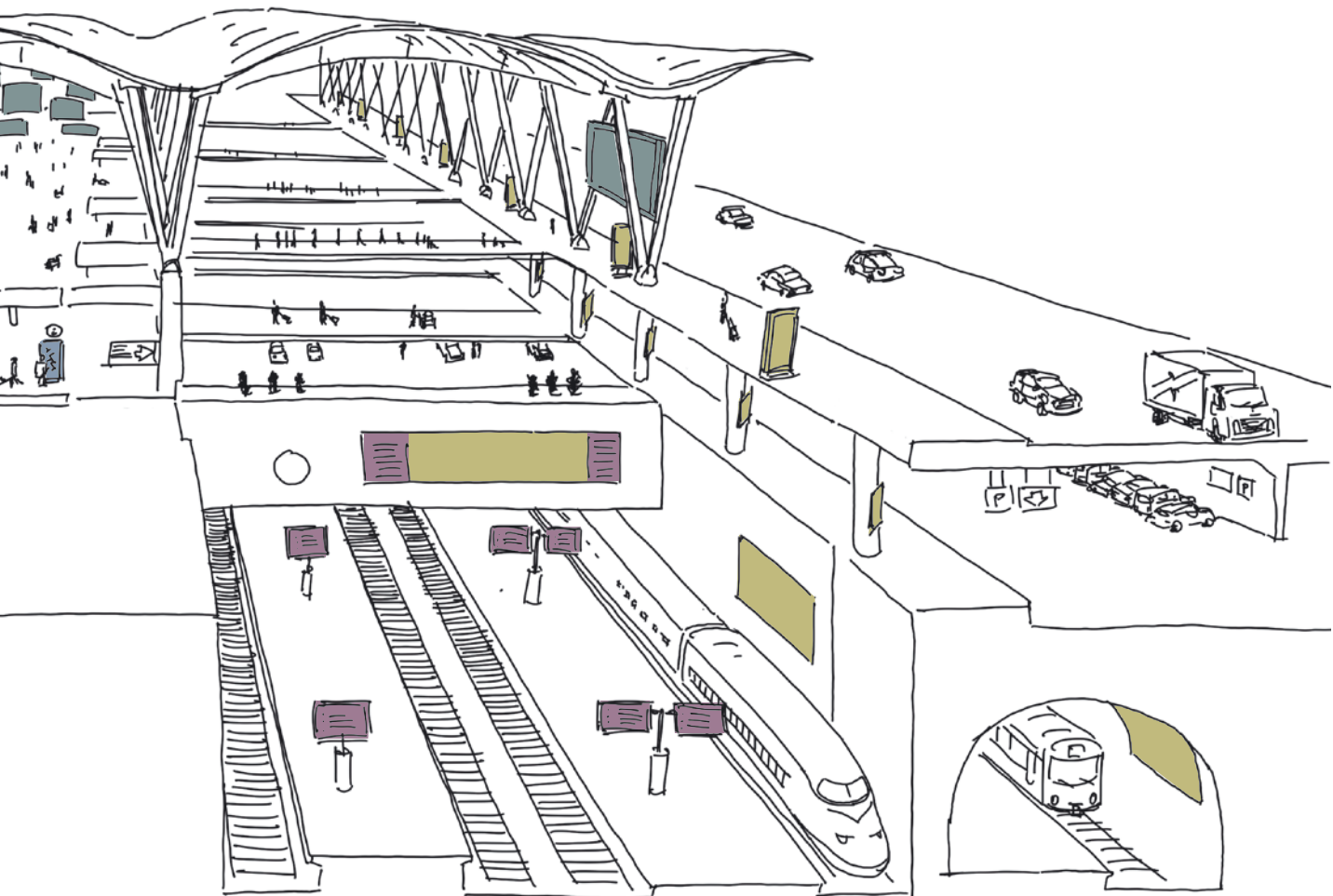
By installing large LED spectaculars, interactive LCD kiosks and projection technology in your departure hall, terminals or tax-free shopping areas, you create a new and unique form of brand experience and offer travelers an immersive, experiential adventure. By installing Barco's digital interactive media platform throughout the airport terminal, marketers and advertisers have more opportunities to engage passengers and extend dwell time – which leads to enhanced revenue. It also allows brands to take over a terminal and let travelers interact via their own mobile devices.

Advertise &
Promote

Inform &
Guide

Excite &
Engage

Interact &
Participate





Create a unique shopping destination



With online retail sales growing continuously, these are challenging times for retailers. As consumer shopping behavior has changed dramatically, it's paramount to create a unique and engaging shopping experience that gives customers a reason to visit a physical store and makes coming back truly worthwhile. Digital visualization technology is fundamental to transforming the shopping experience into something that's appealing and engaging for the digital-savvy shopper, both in and out of the store. More and more, the brick and mortar store is functioning as a destination – leveraging video content, large screens and interactive displays to entertain consumers with fresh experiences and relevant content that heighten the brand experience and drive sales.

An omni-channel experience

In our multi-channel world, the connected consumer expects interactive experience wherever he or she goes. That's why stores need to embody brands and be destinations where consumers can do much more than simply browse and buy products. More and more shoppers use

their smartphone in-store – to compare prices, read product reviews, or engage with brands on social media – so there's a huge potential for retailers to interact with their audiences, via those mobile phones, even while they're in the store.

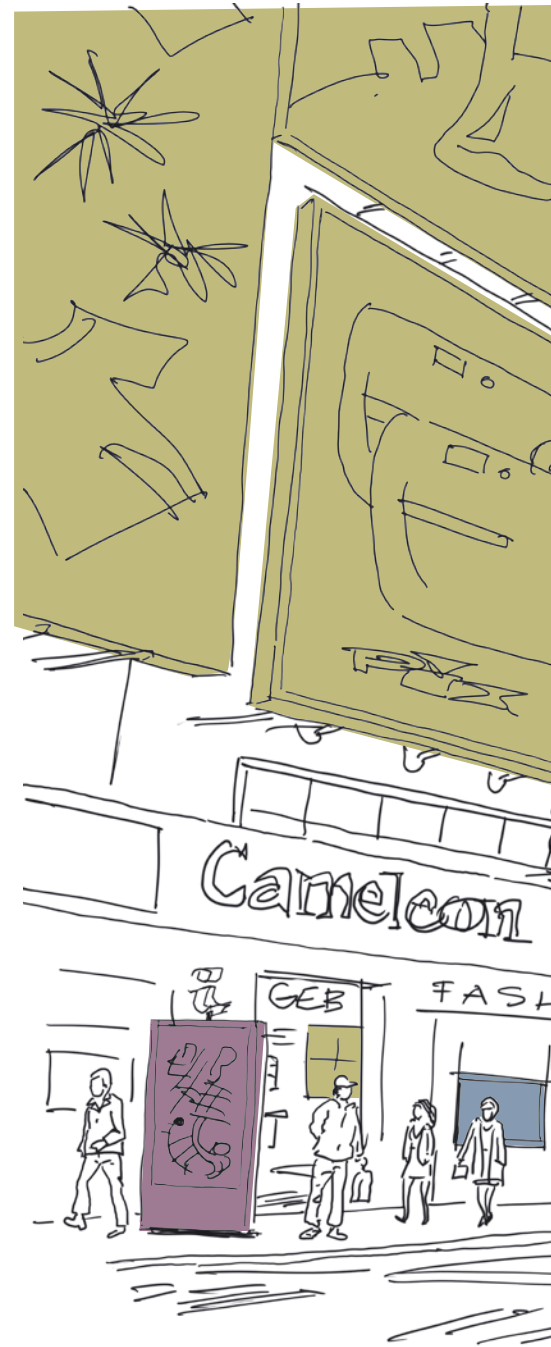
All eyes on your message

It is estimated that, every year, the average individual is exposed to more than 64 hours of promotional messages outside their home, where they spend 70% of their waking hours.* Digital out-of-home advertising grabs people's attention when they're out on the go – wherever they work, go to school, shop, commute, work out or recreate. Digital out-of-home – anything from digital billboards and kiosks to an immersive projection mapping on your store's façade – is highly adaptable and offers advertisers virtually unlimited potential.

Extend your reach

In urban areas, people are constantly confronted with a blitz of marketing messages – and so it's difficult to make your advertising message stand out. Eye-catching digital advertising displays offer you a creative canvas for improving the effectiveness of your campaign and increasing interaction for a higher level of engagement. The speed and flexibility of the format are what make digital

out-of-home advertising such a powerful medium. With Barco's digital advertising screens and content management systems, you can remotely synchronize your pitch with sales events, local weather or the time of day, or customize your message to the person who's watching.



* <http://www.theibma.com/files/507-cmoinsightslrm2314.pdf> & <http://www.oaaa.org/outofhomeadvertising/outofhomeadvertising.aspx>

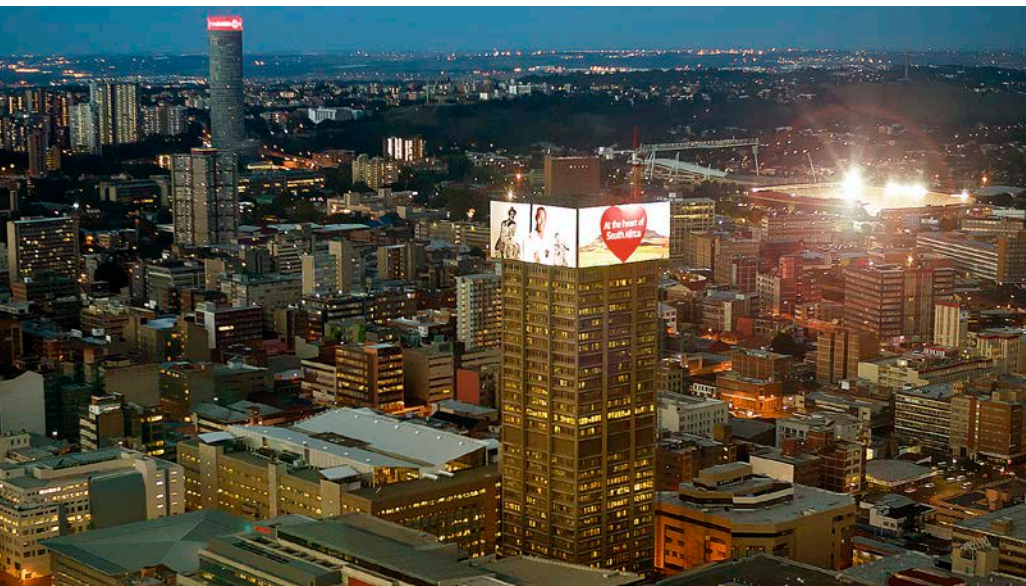


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Catch the eye

Capturing the attention of an often distracted and unreceptive consumer is the biggest challenge advertisers are facing today. But with dynamic, eye-catching and interactive digital signage, advertisers can recapture attention. Indoor and outdoor video networks provide consumers with entertainment, news, weather, sports and targeted advertising messages, wherever they are. However, consumers will only respond and interact with messages that are relevant to them at that specific time and place. Barco offers the possibility to instantly adjust advertising messages to increase relevancy and immediacy. And the integrated interactivity functionalities increase engagement and retention even further.

Proof of performance

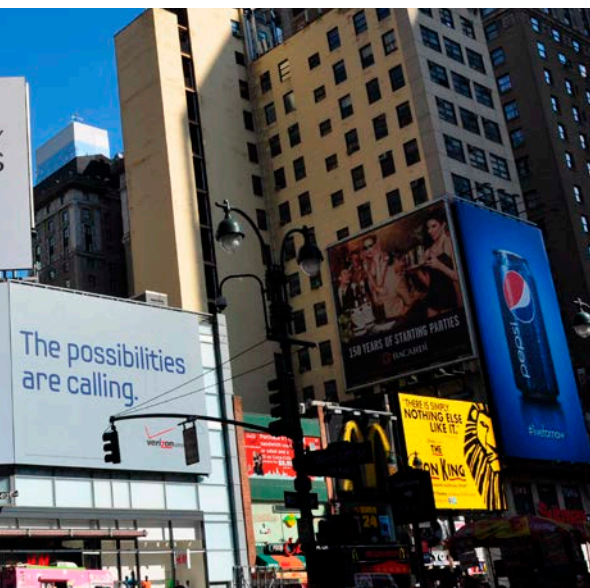
Barco offers the technology to increase your reach by providing integrated display and content delivery solutions and audience measurement statistics. With Barco's digital signage technology, you can tailor your message to a particular audience, location, time or weather condition: advertising for a warm cup of coffee on a cold winter's day, or a refreshing soda during a heat wave. This way, you'll reach your audience when they're most receptive to your message, for ultimate behavioral targeting. Barco technology tracks audiences' behavior and enables you to manage your advertising network remotely 24/7. These real-time demographics and statistics allows you to increase the effectiveness of your campaigns with insights into what message has been displayed, on which display, and what audience has been reached.

High-impact images

Eye-catching visualization is a crucial building block for brand integrity and loyalty. Our range of indoor and outdoor signage solutions includes LCD and LED displays and totems, as well as projection technology, to maximize brand exposure and create excitement. Delivering an excellent balance between brightness, color and contrast, Barco's billboards, displays and totems catch the eye – every time, everywhere. With 24/7 reliability, they deliver stunning images with lively colors that hold the consumer's attention. By increasing dwell time, they ensure your message is delivered in the best possible way to strengthen its impact. With Barco's visualization technology, your audience will consistently see what you want them to see, no matter where they're situated. In front, up close, at the side – your content looks great from any



Advertise
& Promote



angle and any distance. Available in varying degrees of brightness, pixel pitch, contrast and price point, Barco's visualization technology enables you to display information and promotional messages in a professional way, all over your shopping mall, airport, train station or urban area.



What we offer

Content Management Suites

- Interactive applications
- Business information tools
- Simplified workflows

Billboard advertising

- Outdoor LED displays

Street furniture advertising

- High-resolution outdoor LED displays
- Portrait-oriented LCD totems
- Landscape-oriented LCD totems

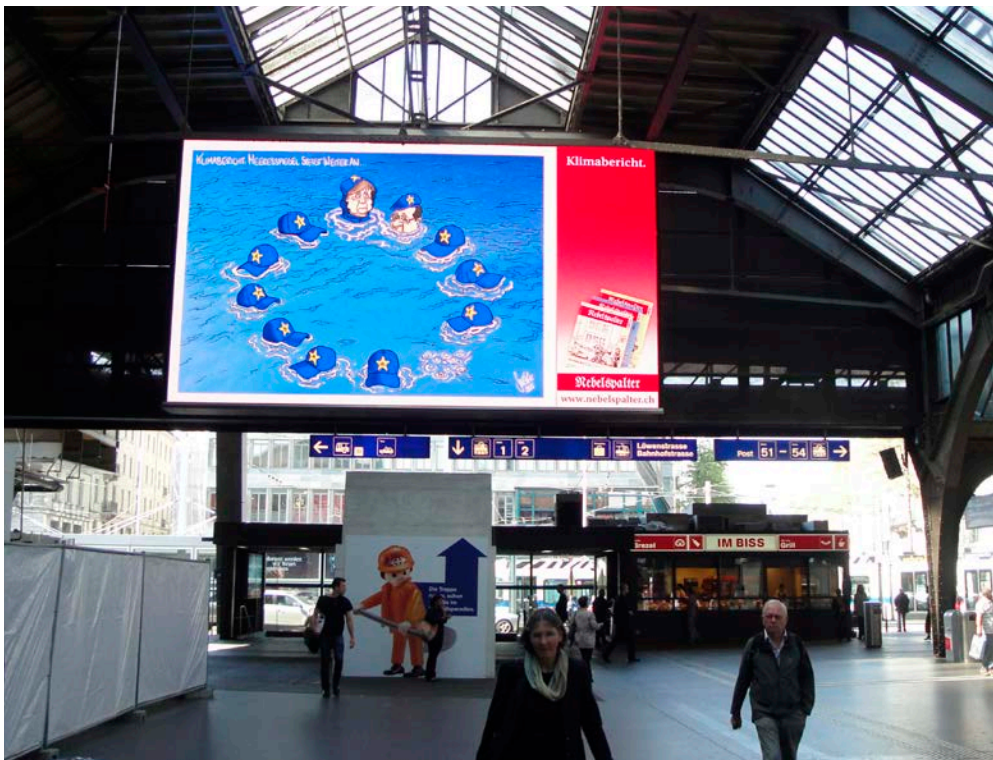
Advertising in transport

- In-vehicle displays
- Platform LCD totems
- Indoor and outdoor LED displays

Cross-track projection

- Projectors varying in size, brightness and aspect ratio

Image processing and display management software



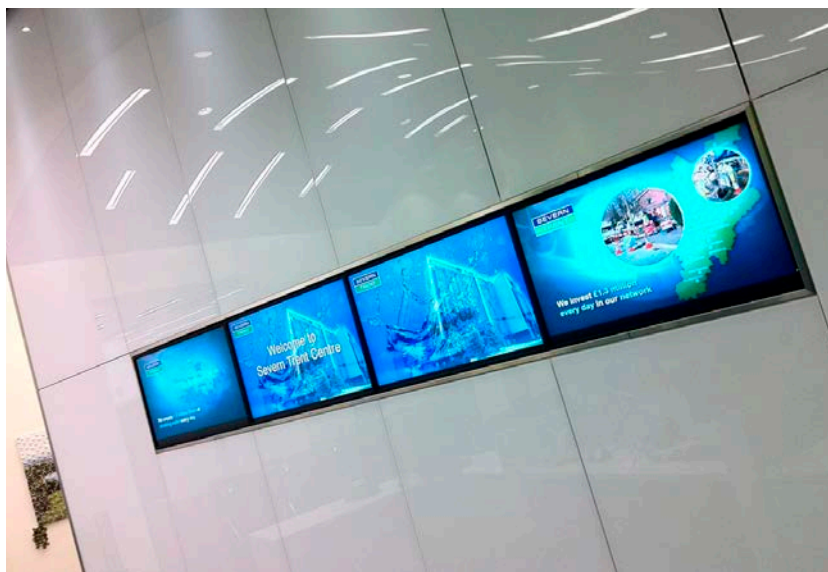
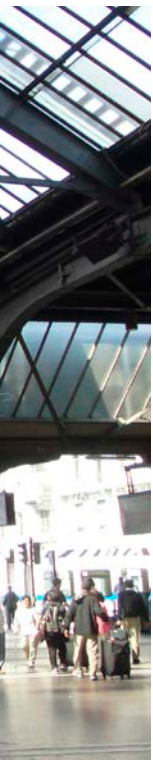
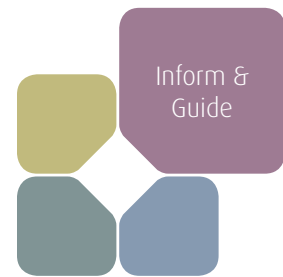
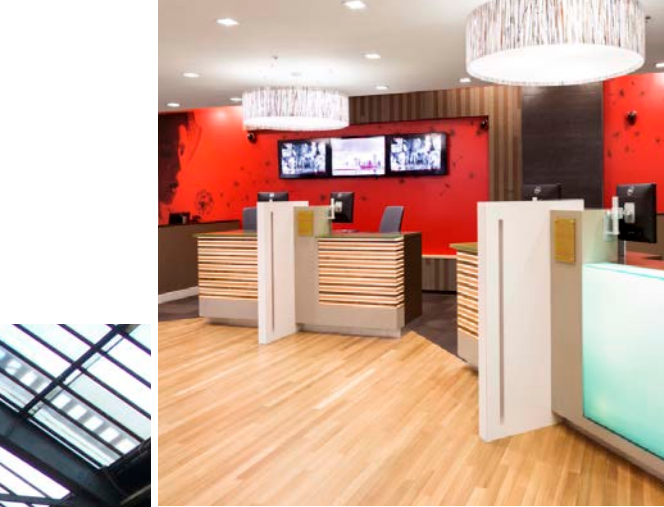
Point people in the right direction

In bustling shopping malls, airports, train stations or the city center, it's a daunting task to get shoppers, travelers, and visitors to the right place at the right time. With Barco's dynamic and interactive way-finding solutions, you can guide people to their destination faster, while keeping them up-to-date on the latest time schedules. You can show starting and ending points on our displays, present the most direct route, and provide directions on how to get there. You can

even send those directions to people's smartphones via e-mail or interactive mobile solutions. In addition to pointing people in the right direction, airports and train stations need to provide information on arrival and departure times, platforms, gates and baggage claim areas. Furthermore, it's crucial to update that information on the fly, and the best way to streamline this process is via Barco's digital signage solutions, which are designed to operate flawlessly 24/7.

Inform and entertain

With high-end visualization, you can transform your informational messages into true infotainment by mixing informational messages with more entertaining content such as videos or even interactive games, quizzes or polls. In this way, you keep passengers both informed and entertained while they're waiting for their train or plane to arrive.



Smart city

Attractive digital LED and LCD displays in high-traffic urban areas can be used for informational messaging, advertising, entertainment or architectural ambiance – transforming the shopping, working and socializing experience in the city. They not only allow city councils to interact and build relationships with their citizens, they also enable citizens to interact with one another. Digital signage, interactive touch screens, and

self-service kiosks linked to mobile applications can change the face of a city and make it truly 'smart'. In addition to using screens and media façades for advertising, they are also perfect for promoting local information on cultural and city event schedules,

What we offer

Content Management Suites

- Interactive applications
- Simplified workflows
- Centrally managed messaging
- Processing of external data sources

(Interactive) way-finding

- LCD kiosks
- LCD touch screens
- Mobile interaction

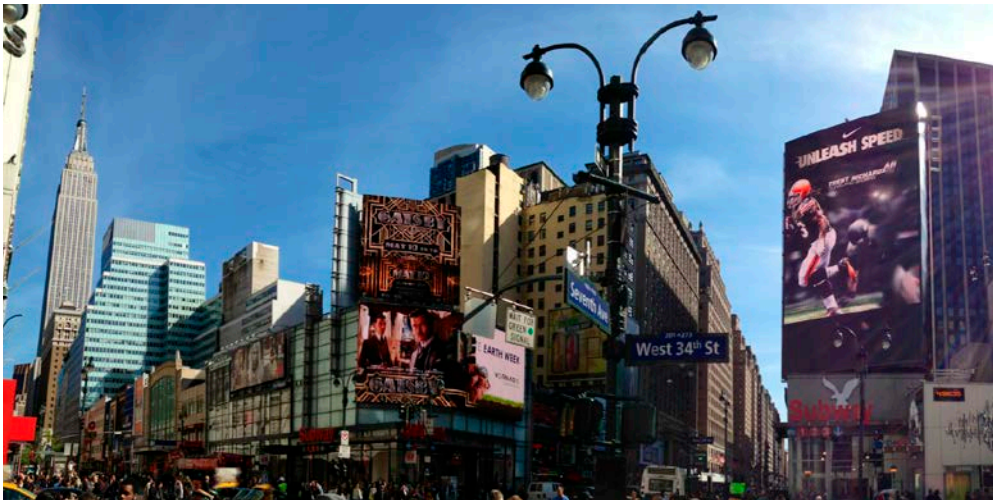
Timetables

- Indoor and outdoor LCD kiosks
- LCD wall mounts
- LCD video walls
- High-resolution LED displays

Track/platform/gate information

- LCD displays
- High-resolution LED displays

city maps, tourist highlights, and smart mobile services. Barco's displays deliver flawless images, with crisp colors at all times and at any location – even in bright sunlight, messages are displayed in the right brightness and colors.



Immersive advertising

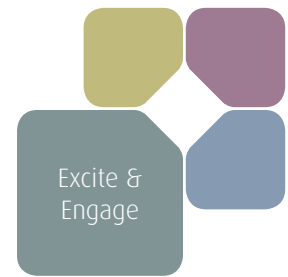
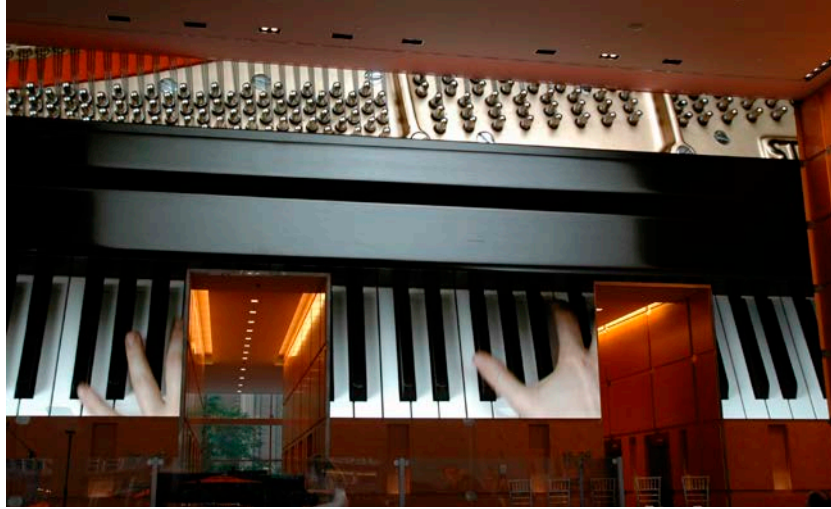
The days of the passive consumer are over. So, advertisers are continuously pushing the boundaries of traditional forms of advertising to create branded experiences that are both unique and engaging. To build loyalty, brands need to continuously surprise consumers with bigger and bolder experiences that let them participate actively. By creating multi-sensory, interactive experiences that are both fun and engaging, you give people the sense that they are truly part of the story – maximizing the impact of your message and increasing brand loyalty. And an omni-channel approach is a critical success factor for creating these extraordinary experiences.

Map your brand in pixels

3D projection mapping transforms the façade of your store, or a city's iconic landmark, into an interactive video display to create a spectacular branded experience that attracts the attention of every passer-by and makes them stop. Think about how this unique technology could boost the launch of your latest product, the opening of your newest shop, or the celebration of your brand's birthday, and leave a lasting impression on spectators. Our state-of-the-art projectors – with dazzling brightness levels – are great tools for creating these mind-blowing experiences.

Make waiting in line fun

Did you know that the average adult spends nearly one year of his/her life waiting in line? Customers are much less likely to be frustrated at the prospect of a long wait when their attention is diverted – so, there's a huge potential for enhancing this experience. As a retailer, you can outfit your checkout area with advanced digital signage technology from Barco to keep your customers entertained by showing promotions and videos of your latest collections or most recent products while they're waiting to pay for their goods. Then, take your message further, and dynamically mix displays and screens at your checkout area with others installed around your shop to create an immersive shopping experience.



What we offer

Content Management Suites

- Interactive applications
- Simplified workflows
- Sync content on multiple displays

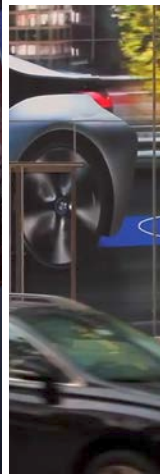
Retail and tax-free areas

- LED or LCD walls to use in display windows
- Single LCD wall functioning as a display window

Spectaculars

- Projectors varying in size, brightness and aspect ratio to create spectacular projection mappings
- LED spectaculars
- Video wall spectaculars

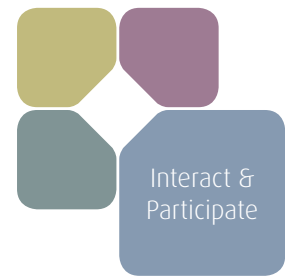




Interactivity as special ingredient

Interactivity is the main ingredient in many of the next generation's experiences, including shopping and travelling. Consumers no longer consume media in a passive way – they want to be personally involved and actively control this experience themselves. Messages are much more relevant and impactful if people can interact with them and influence the content that is shown on the screen. Sharing this content across

different channels is also important. Consumers will only be inclined to engage when they're confronted with triggers that are relevant to them. Interactive technology facilitates social interaction and the sharing of content with others. Interactive advertising on billboards and signage allow consumers to connect with a brand in a more engaging – and meaningful – way.



What we offer

Content Management Suites

- Interactive applications
- Simplified workflows
- Seamless integration of interactive technologies into large roll-outs
- Remotely managed content triggered by local demands

Our LED and LCD displays provide

- Integrated passive sensors (camera, etc.)
- Integrated (re)active sensors (touch, NFC, iBeacon, etc.)
- Interaction with mobile devices



Engage customers

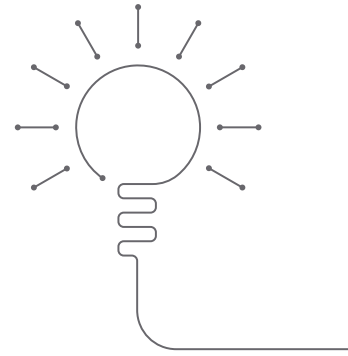
Leverage in-store technology, such as touch screens and virtual fitting rooms, to allow customers to 'interact' with your product or brand (or their own friends) while they're in your store. Barco's LED and LCD displays integrate a wide range of interactive technologies. Touchscreens enable customers to explore and interact with the messages shown on screen. Proximity sensors activate screen content when a user

is nearby. Facial recognition software tailors on-screen messages, based on the viewer's age or gender, and saves these audience metrics. And thanks to the integration of mobile technology – such as near field communication (NFC), QR codes, and Apple iBeacons – customers can get exclusive access to promotions or other content.

No digital downtime

Via their mobile devices, people are always online. Everywhere they go, they want to interact and engage in online discussions and, share their experiences with friends and family. Now, more than ever, via smartphone devices, digital content is at the center of customer engagement. Interactive advertising allows consumers to connect with the big screen via their small screen, for a truly omni-channel experience. It drives consumers to the web, engaging them with interactive content, enabling mobile transactions and building stronger brand relationships via social media.

8 reasons to choose Barco



1. Be more relevant

Barco's digital signage technology is much more powerful than other media, as it scans the environment, weather conditions, the sex and age of viewers – offering you the flexibility to instantly adapt your messages accordingly. When audiences see a message that speaks to them, they will be much more inclined to engage with your story.

2. Expand your reach

With Barco, you have the freedom to create the most spectacular digital canvases to get the right message to as much of your target audience as possible, via a single platform. By linking this content delivery solution with online and offline content, the possibilities are truly endless.

3. Global reach, local presence

Barco's visualization technology serves the world's biggest brands in over 50 world capitals to create awe-inspiring experiences. Our global network of offices and partners extends across every continent to support worldwide roll-outs. So, you can rely on a full palette of dedicated services that maximize your uptime, keep your expenses under control, and provide total peace of mind.

4. Low cost of ownership

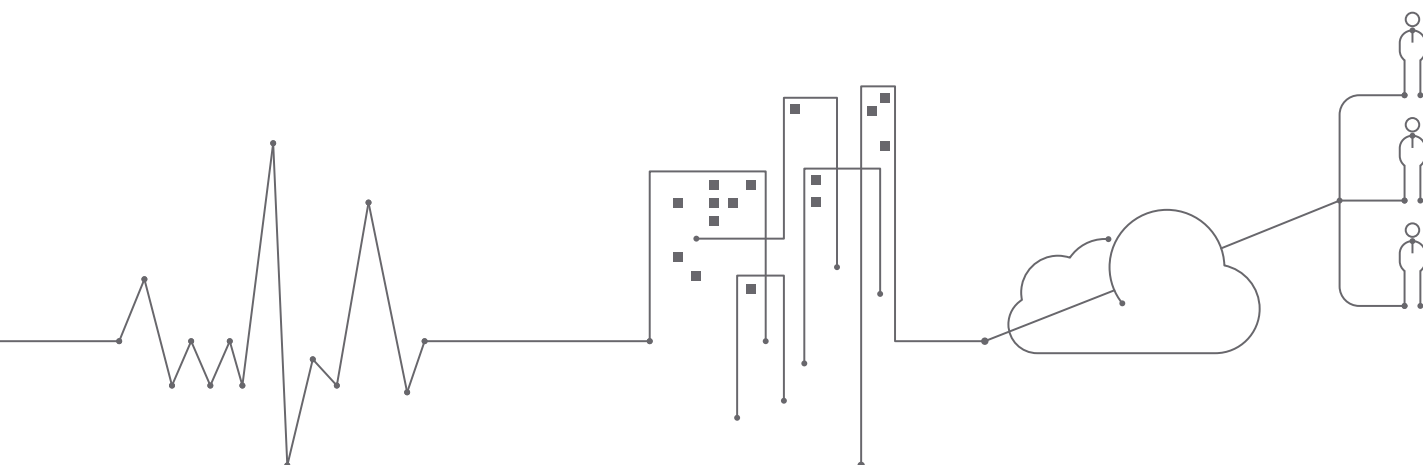
In retail and advertising, downtime and revenue are mutually exclusive. That's why we not only focus on quality, keeping your cost of ownership and operational risk low is also high on our priority list when we develop new technologies. As a result, all core components of Barco's products are designed for maximum efficiency, easy serviceability, and extended product lifetime.

5. Uniting hardware with software

A one-stop shop, Barco delivers integrated technology to manage and control your entire content chain: from creation, distribution, management, and display, to interaction via camera, touch, smartphone, or other technologies. Our portfolio combines cutting-edge display technology with software to deliver images and videos of the highest quality, while providing the easiest-to-use, fully browser-based content management tools.

6. Tailored to your needs

Barco enables you to centrally manage and roll out your advertising campaign on a global scale. From state-of-the-art LED and LCD displays to interactive technologies, only Barco offers a full palette of groundbreaking technologies to catch your audiences' attention. You can choose to equip your entire advertising network with Barco technology or make an à la carte selection from this unique portfolio.

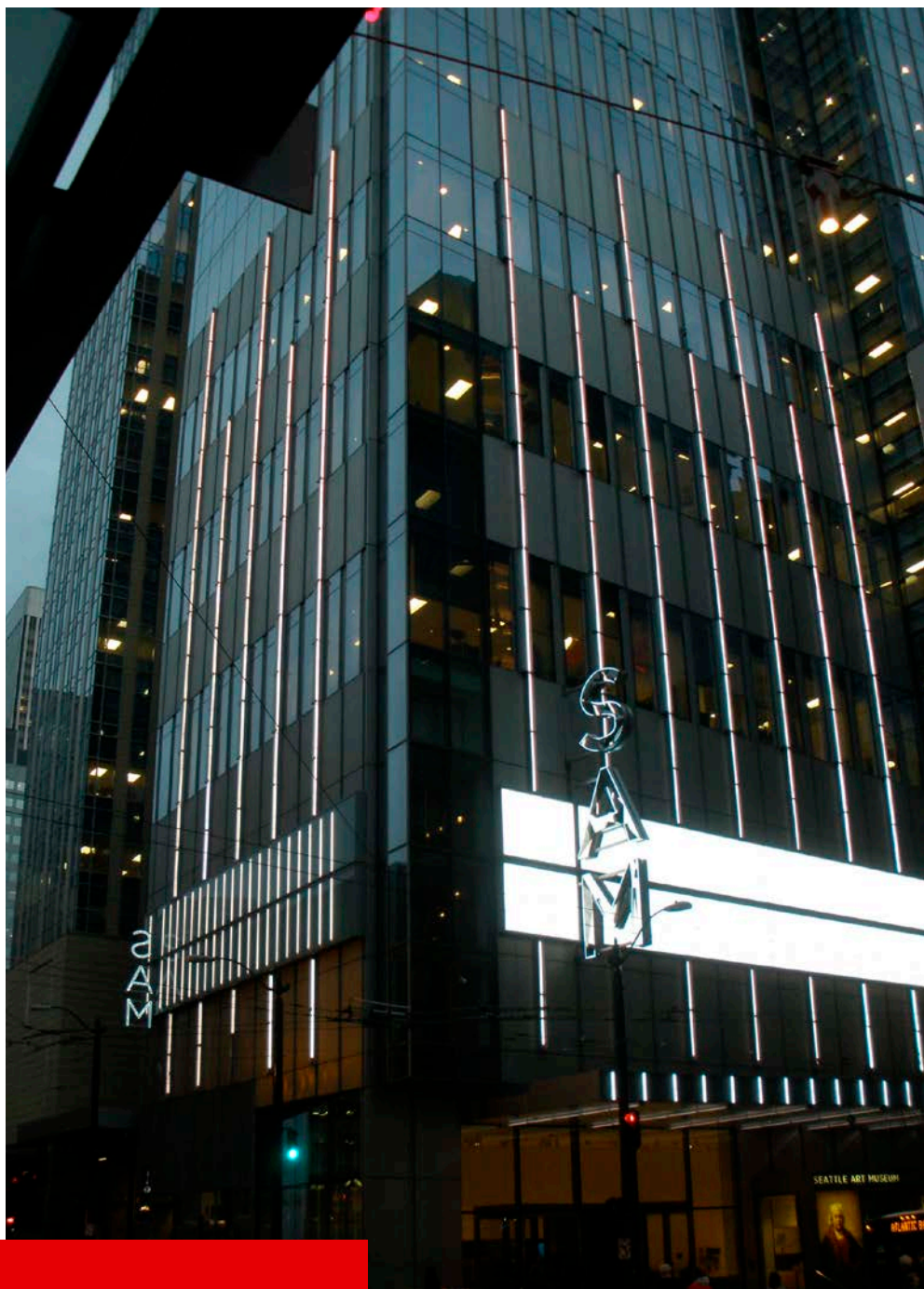


7. Let audiences participate

Thanks to the integrated sensors like camera, touch, and iBeacon technology as well as smartphone and social media interaction technology, you can actively involve and engage audiences with the content shown on screen. With Barco you can connect the different displays in your network with mobile devices, PC's and the internet.

8. Measure audience engagement

The audience metrics give you immediate access to full reports about who has been watching the content, how long they watched it, and whether they returned or not – providing true proof of performance and accurate demographics of your assets. In this way, it allows you to spend your marketing budgets wisely, for a higher return.



About Barco

Barco, a global technology company, designs and develops visualization solutions for a variety of selected professional markets: control rooms, digital cinema, healthcare, media & entertainment and simulation & virtual reality. In these markets, Barco offers user-friendly imaging products that optimize productivity and business efficiency. Its innovative hardware and software solutions integrate all aspects of the imaging chain – from image acquisition and processing to image display and management.

Request more information

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