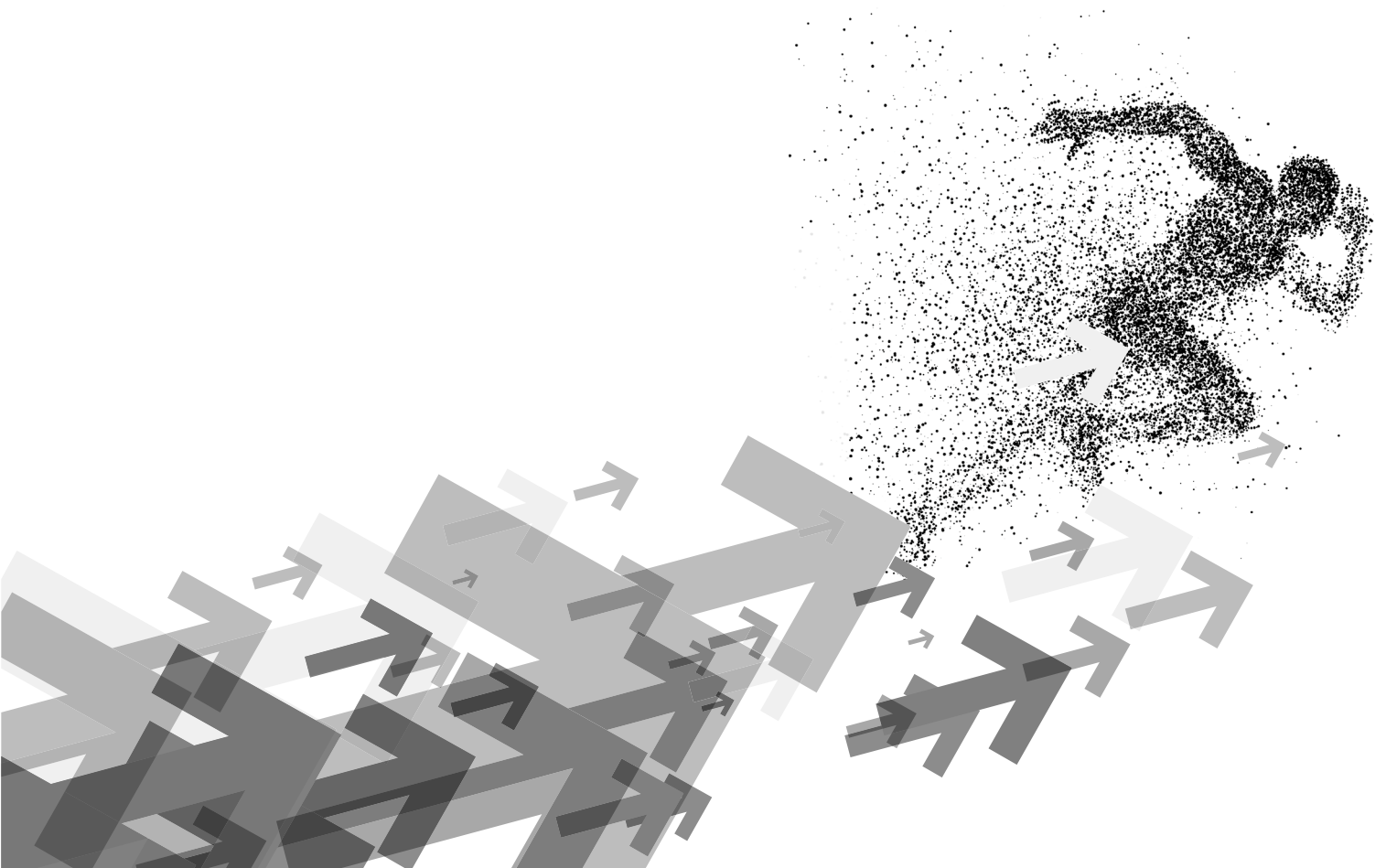


Digital Signage and Commercial

Digital signage is intended for those industries and brands that recognize the value of digital communication of their company with existing and new customers and suppliers, and who wish to greatly increase the value of their brand and corporate culture.



Digital Signage and Commercial

Displaying your message in front of or inside your company allows for additional valorization of your business space or the number of people passing in front of the business space. Sometimes we invest millions in fairs or other advertisements, yet we fail to tell the customer or client about a new product or our business culture, which he considers important, in order to choose us over the competition.

The advantages of digital signage compared to traditional are immeasurable, but the main factors are: speed of change, cost of change, visibility of change which is over 10 times greater than traditional, independence from the human factor, the possibility of displaying images, videos, and other types of content.

Twenty years ago, we were called to make a huge display in front of a cold storage building. The road to the cold storage building wasn't even paved, with a passersby count of less than 50 a day. In line with our business policy, we suggested that we did not want to sell the device to the client. It turned out that he explained to us what Digital Signage is. The client was not interested in the 50 passersby, he wanted to create his digital identity only for his five customers and show them the strength and seriousness of his brand. If one of those five potential customers chooses him, the return on investment is multiple in the first year, with an added benefit being his suppliers.



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Digital Signage and Commercial

Advertising

Digital advertising has become indispensable in various sectors due to its advantages over traditional advertising methods (flyers, printed billboards). It has become crucial in: retail industry, advertising agencies, shopping malls, stores, banks, car dealerships, and so on.

HOW DIGITAL ADVERTISING CAN HELP YOUR BUSINESS AND BRAND GROWTH

- Advertising through Digital Signage screens is a form of digital advertising where static, graphic, and video content is displayed to deliver targeted messages at specific locations, to a particular audience, at a specific time. This enables retail chains, sellers, advertising and PR companies to influence customer purchasing decisions, usually at the point of purchase
- Apart from commercial messages, Digital Signage can display news, weather forecasts, and sports information to further capture attention and relieve viewers from commercial content while delivering important information
- Creating a brand awareness campaign, especially in high-traffic public spaces, is an excellent way to reach a new audience. The more people see your campaign, the greater the brand awareness will be, leading to an increase in new clients
- Research has shown that people remember 65% of visually presented information even after three days, whereas they remember only 10-20% of printed or spoken information for up to three days
- Digital displays have 400% more views than static screens
- Digital signage increases the average purchase amount by 30%





Digital Signage and Commercial

Retail

At the point when a customer decides between online and in-store shopping, it's crucial to offer them new value that would lead them to choose in-store purchase. This should also further connect them to the brand and lifestyle, and add dynamics to the store through video material.

As printing costs rise and changing content becomes increasingly difficult due to human factors, digitizing the retail space becomes essential.

Advantages:

- Long-term costs are lower compared to printing costs
- Quick campaign changes are possible, even within a day
- Creation of diverse content for special sales actions, e.g., Black Friday

The role of Digital Signage is to tell the brand story and enhance the store's ambiance.

Polet designs and manufactures LED screens for various purposes and positions in stores:

- LED screens for cash registers
- LED screens on stands and within furniture
- Screens in mall windows (interior)
- Screens in windows in busy pedestrian zones (exterior), and screens in mall windows (exterior)
- Transparent screens in windows
- LED entrance portals and irregular screens.
- Activation (Interactive) screens



Digital Signage and Commercial





TRANSPORT

1. REAL-TIME INFORMATION DISPLAY

Display real-time information on traffic, weather conditions, and special announcements. The most common use of Digital Signage in the transportation industry is at airports, bus, train, and taxi stations, and cruise ships.

2. ADVERTISING

Boost sales by using Digital Signage to display advertisements in areas where passengers wait or pass by. Take advantage of Digital Signage screens on railway platforms, baggage claim areas, waiting halls, in buses, etc. As screens displaying travel information can also show ads, it's guaranteed they will be seen. Additionally, it's an excellent opportunity to sell advertising space on the screen to marketing agencies.

3. DIRECTIONAL SIGNS AND DEPARTURE SCHEDULES

Digital directional signs are information boards, often with touch screens, displaying directions to specific shops, restrooms, emergency exits, etc. In the transport sector, they display updated departure times, platform or gate changes. They eliminate the need for staff to direct passengers around the building.

4. DIGITAL MENU

You can use Digital Signage for digital menus to display photos of your food and beverage offerings. It's also an excellent way to showcase promotions and daily specials to entice customers to choose your restaurant/bar over competitors. Moreover, with digital menus, you can cut down many costs related to printing and regularly updating traditional menus.

5. WAITING ROOM CONTENT

Using Digital Signage to display relevant information in waiting areas is great, but sometimes the content should do more than just inform. Especially in waiting rooms, screen content should be entertaining, making the waiting time seem shorter for those waiting.

6. EMERGENCY MESSAGES

Digital Signage can also be used in emergencies, especially in crowded areas like transportation hubs. If an emergency arises, it's crucial to ensure everyone knows how to react by displaying the right kind of information.



Digital Signage and Commercial

FINANCIAL INSTITUTIONS

- Display real-time information linked to internal financial data sources, charts, and daily reports for financial institutions.
- Strategically located Digital Signage displays enhance your client's experience by offering entertainment and making the wait more bearable.
- They also inform clients about new services and improve the overall perception of banks, insurance companies, leasing firms, and other financial institutions.
- Impress customers by elevating their experience with engaging content.
- Maximize profits through cross-selling and upselling. Increase brand and product awareness.

In recent research, over 60% of banks, insurance and leasing companies, and financial institutions already use Digital Signage to connect with clients while they wait for their turn.

GREATER EFFICIENCY AND CONNECTIVITY WITH CLIENTS

Printing and regularly updating brochures and catalogs can consume much of your time that could be focused on clients. Digital Signage allows for the easy and quick updating of new products and services. This will drastically enhance the user experience as clients will be informed about your latest offerings, and you will have more time to focus on their needs and desires.

NEXT-LEVEL BRAND EXPERIENCE

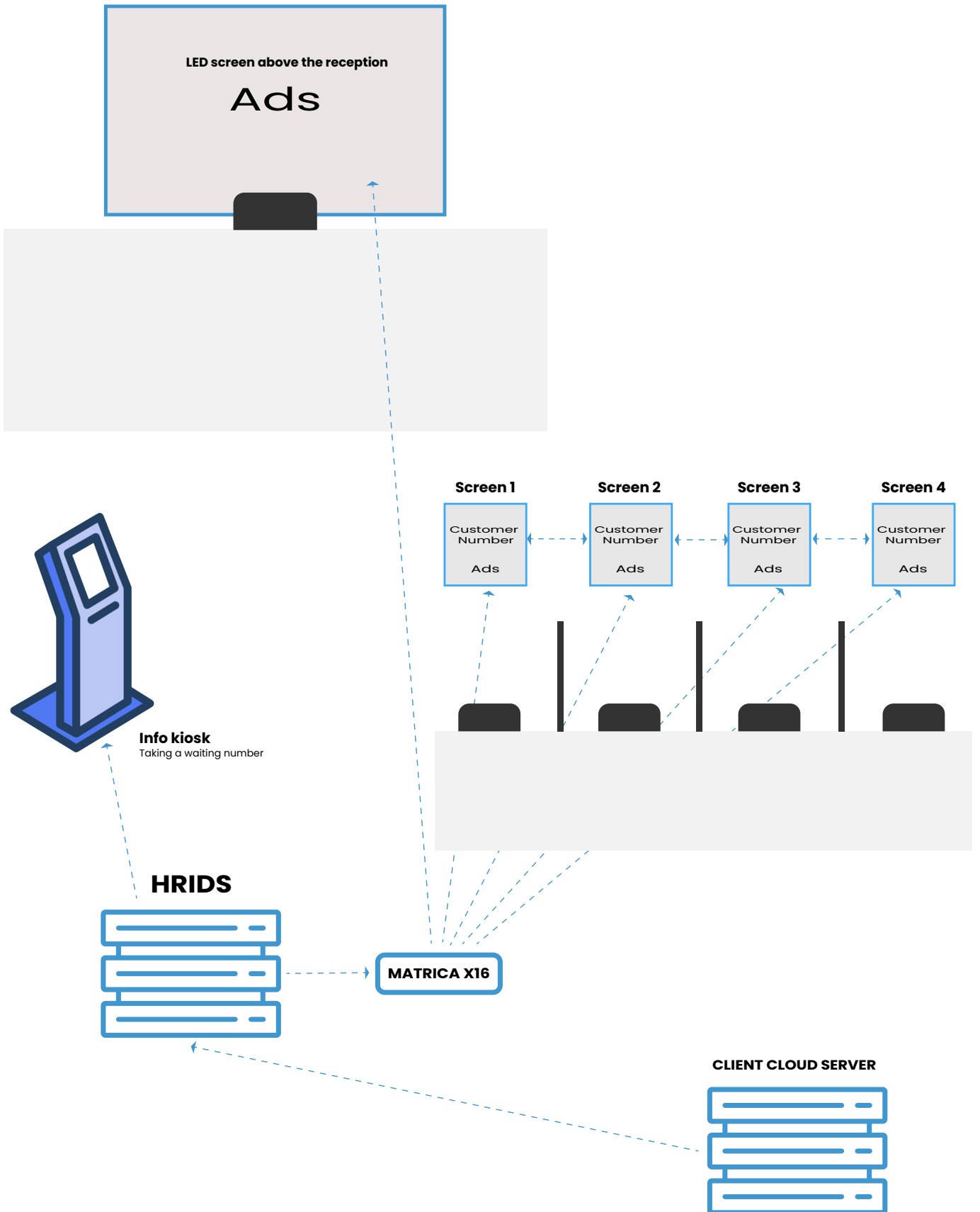
Financial institutions using Digital Signage have increased their brand awareness by 50%. Digital Signage enables you to create an atmosphere that instills confidence in your operations and makes clients trust your business more.

IT'S ALSO FOR THE EMPLOYEES

The Digital Signage system isn't just for the customers and clients coming into your offices. You can also use it to motivate your employees with relevant information about weekly/monthly targets, daily reports, and HR information.



Diagram of Polet HRIDS installation



Digital Signage and Commercial

COMPANIES

- Enhance branding and make guests feel welcome by displaying special welcome messages for important clients, corporate visitors, and honored guests. Use digital signage in break rooms to entertain employees during breaks, on factory lines, in dining areas, etc.
- In line with a successful communication strategy tailored to your corporate brand and style, you can motivate employees. Displaying information about human resources, employees of the month, sales statistics, and market successes can create enthusiasm and team energy.
- Share important information such as new hires, company guidelines and updates, safety and health tips. Improve your team's productivity by using dynamic presentations for monthly, quarterly, or annual goals, overall strategies, plans, reports, etc.
- In the work environment, display real-time emergency messages for employees, visual reminders, and indications for hygiene and sanitary practices (hand washing, finding directions, safety zones, first aid, medical supplies, etc.).
- Engage with clients in waiting rooms to inform them about your products, services, and showcase other information like news, weather forecasts, etc.

ADVANTAGES OF DIGITAL SIGNAGE FOR CORPORATE COMMUNICATION

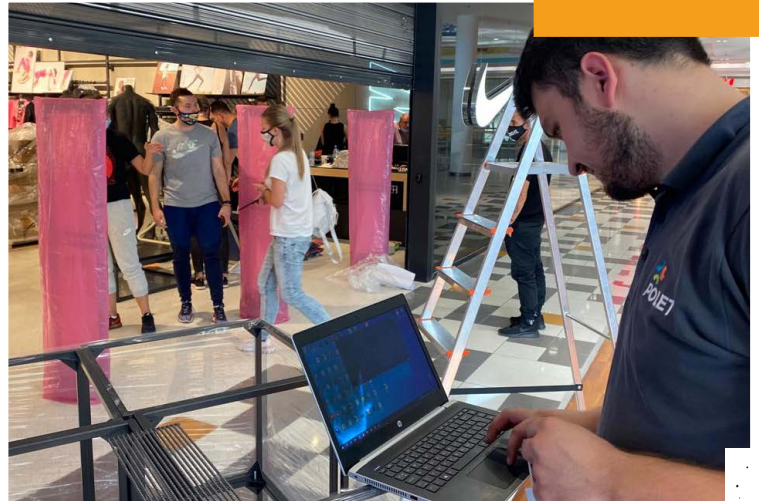
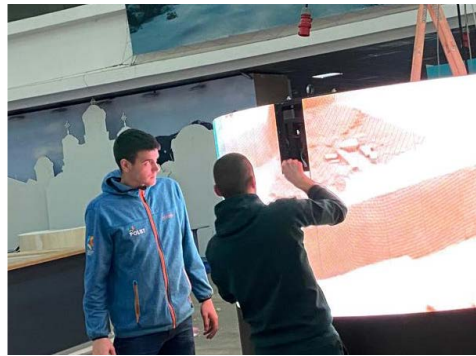
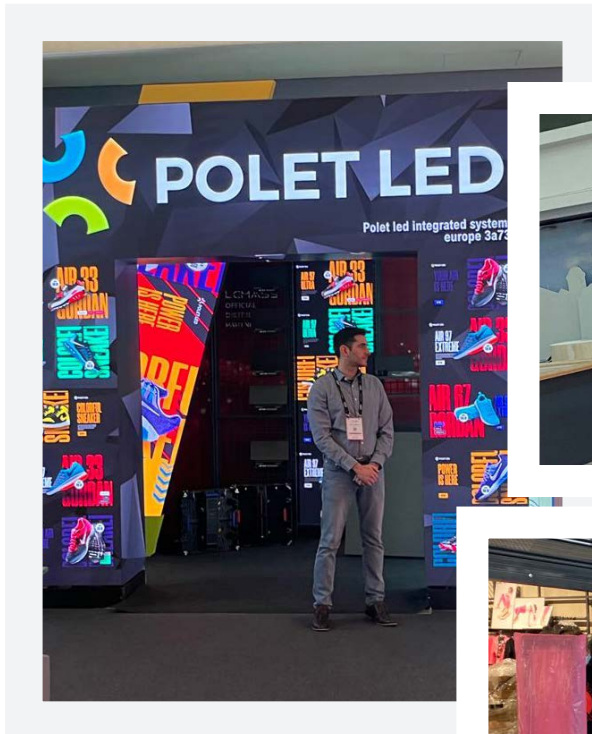
- Increase productivity by 25% and help your teams achieve their goals.
- Publicly recognizing employee performance can boost team effectiveness and motivation. Use digital signage to inspire others.
- Reduce costs and preserve the environment.
- You can reduce workplace injuries by 20% by displaying reminders about health and safety protocols.

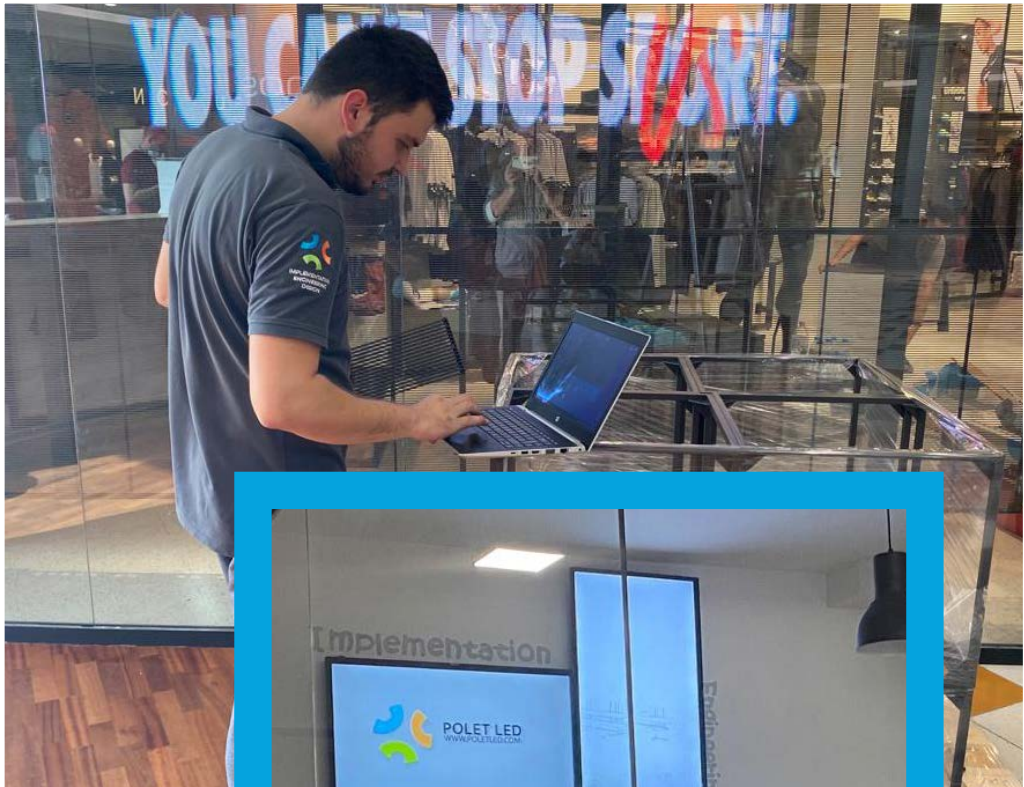




Digital Signage and Commercial

For over 30 years, we have been delivering impeccable engineering, design, and implementation. At present, Polet has over 100 products, at least half of which can be delivered within a timeframe of less than 15 days to any location in Europe.







POLET LED

In 2023, on its 30th anniversary, Polet adopted the GoGreen agenda formed in two directions:

- Polet will support the recycling of old display screens and provide customers with a discount for the option of purchasing new devices by trading in their old ones. Additionally, free recycling will be offered to all third-party users. In the course of its development and design, Polet aims to give new life to as many components from old devices as possible, particularly in the creation of new lighting products. The focus of the GoGreen agenda is on reducing electricity consumption through the further development of PWS (Power Save) LED display screens, as well as the development of outdoor display screens with a solar-powered system.
- The second part of this agenda will involve supporting events that promote people's engagement with nature. Since the Polet development center is located in Zlatibor, the focus will be on supporting programs that encourage staying in Zlatibor and the Tornik Ski Center.

As part of this agenda, it is planned that by 2025, the production in Braneško polje will have been covered by energy from its own solar power plant for at least nine months. Furthermore, the production line in the new headquarters (administrative) building, which is currently in the design phase, will have zero emission of harmful gases and dirty water, ensuring complete energy independence.

