



**INTRODUCING...  
ELECTRONIC ADVERTISING MADE EASY**

**66% of purchase decisions are made in store**

**A good reason to put more time, attention and strategic design into your store advertising.**

Many point of sale terminals are capable of displaying advertising on the customer displays. However, building the ad screens is cumbersome. As a retailer, you do not have time and the resources to design advertising slides. But who is in a better position to decide which advertising has to take place in your store? You already spend time on the promotion of your items, then why shouldn't you automatically advertise these items?

In fact, all you need is an easy tool, and here you are, taking control of your advertisement. The front store is the most common place to advertise. However, there are much more strategic places in your store to advertise, places already known by experienced retailers. The installation of displays in strategic places with targeted advertising slides can really improve your merchandising process. The customer display shows the customer's orders as they are rung up. Mixing advertising slides in these screens will automatically attract the customer's attention.

**Rethinking advertising?**

The customer displays are not used to their full potential. Today, we have the technology to really attract customers with modern, colorful and eye catching advertisement. Since the customer displays are placed at the POS, they only target your customers at the end of their shopping. Why not use strategic places to advertise your services, your promotions, your new departments, or your new products, thru your store? LOC Store Management Suite brings advertisement to your fingertips.





## What are we offering?

**We have designed a user-friendly tool which will let you design your pages based on a wide selection of templates.**

- Use modern templates. Simply add your slogan and text.
- Take a picture of your store and insert it to a slide.
- Create your advertising slides automatically from your promotion batches.
- Take your slides and show them anywhere in your store just by installing displays in strategic places.
- Used on a touch screen, the customers could interact with the advertising, and for sure you will get their attention, no doubt.

## SPECIFICATIONS

- Easy tools to create advertising slides
- Pre-defined slogan and text boxes
- Crop your picture with different styles
- Insert Video clips
- Background, banner, animation and picture group by events (Christmas, Easter, New Year...)
- Nice templates available where you only have to add your slogan and text
- Take a picture of your store and/or your department and add it in a promotional slide
- Have your slide published on the customer display on every lane
- Take your slides and show them anywhere in your store just by installing displays in strategic places
- Trigger your slides by item, department or sub-department sales
- Create promotional slides directly from LOC Store Management Suite's Maintenance

You can create slides for promotion items, contests or new department publicity.

You have a new item line coming in your store?

Advertise it with this medium.

It is St-Patrick's day and you have a super promotion?

Create a slide with the St-Patrick flavor.

Advertising has never been so easy...

