

DATASOUND Display Terminal™

Product Introduction

Based upon the proven DATASOUND Strip technology, the DATASOUND Display Terminal is a POS display that serves as a unique customer communication tool for promotion of products or brands at the point of sale, increasing sell-through by raising product and brand awareness and recall.

Customers simply place a game card or product, for example, on the scan window of the DDT to hear audio, to access stored prize or discount information, or to download images or files directly from paper or packaging.

According to the "Measured Media Study" from the POPAI Institute, 55% of retail purchase decisions are made at the POS, while P.O.S. Marketing GmbH estimates that 76% of customers decide in-store on a product or brand other than the one planned. The DATASOUND Display Terminal effectively exploits this reality, drawing customers to the product and/or brand through an interactive marketing medium that is both simple to use and entertaining.

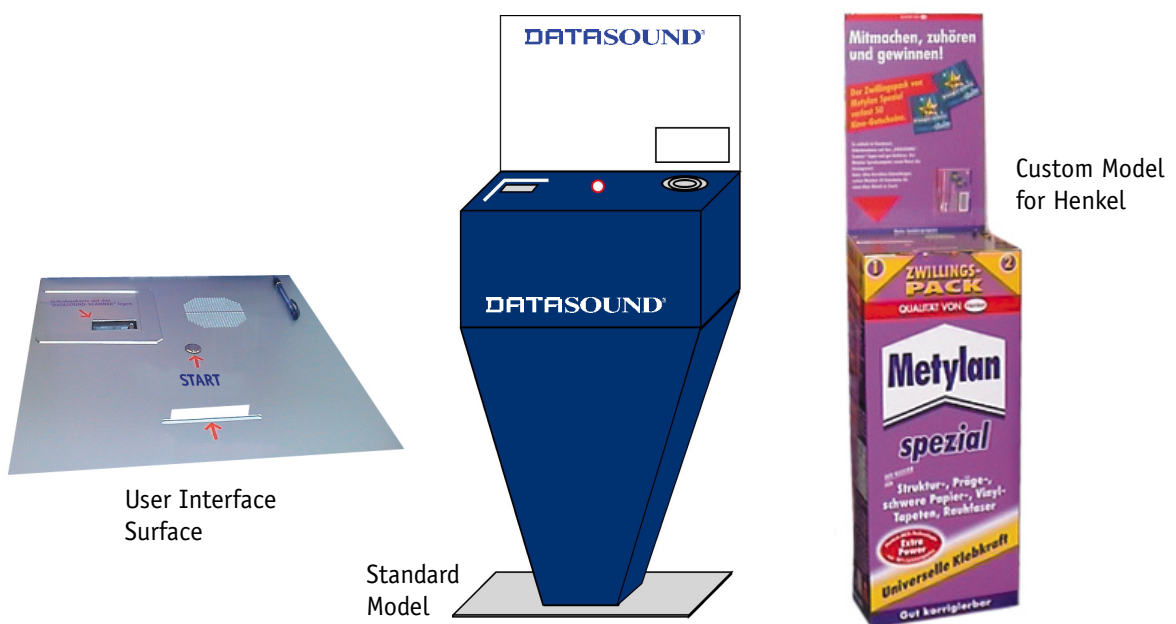
The use of DATASOUND's highly secure Strip technology on the advertising medium or packaging provides the additional benefit of thwarting copying or counterfeiting of product packaging, game cards and coupons.

The standard DDT configuration enables audio output from the decoding of pre-printed cards or other materials. It is 38 cm D x 58 cm W x 110 cm H, topped by a 58 cm W x 70 cm H rear signage. Customers' own graphics can be easily applied to both the rear signage and the upper 40 cm of the stand base.

Custom models can be configured with an integrated PC and monitor for displaying images stored within the Strips, a printer for printing coupons or prize information, as well as Bluetooth or other wireless connection for transfer of data to a mobile phone, PDA, etc. Customer-specific materials and graphic and industrial design are also possible. The DDT can be specially ordered in unique constructions to allow positioning of the user interface field above a stacked pallet of products or even incorporated within a product display.

Why a DATASOUND Display Terminal?

- Increased sell-through from raised product and/or outlet awareness
 - 55% of retail purchase decisions are made at the POS ¹
 - 76% of customers decide in-store on a product or brand other than the one planned ²
- Increased customer traffic
 - Preprinted cards or coupons distributed by post, in newspapers or magazines
 - Awaken curiosity in the new technology and the advertised product
 - Customers come to store with preprinted card or coupon to discover discount or prize
- Create a positive shopping experience
- Reduce cost and complexity of in-store promotional displays
 - All necessary data that varies among campaigns is contained within the Strip®
 - No network or database connection required
 - No need to update software or change CD/DVD
- No product packaging modification necessary
- Product manufacturers and/or retailers can cultivate a company image of innovation
- Collect end-customer data by means of game cards
- Simple for customers to use



¹ Source: „Measured Media Study“ from POPAI Institute

² Source: P.O.S. Marketing GmbH

What is a DATASOUND Display Terminal?

Benefits.

- Mailings and inserts awaken the interest and attract the attention of customers, enticing them to the point of sale
- The display can be easily used in multiple campaigns
- Flexible application in a variety of locations
- No maintenance by retailer required

Facts.

- Standard features
 - Audio replay
 - Surfaces incorporate customer-specific graphic design and can be easily changed
- Options
 - Custom industrial and graphic design
 - Additional performance options
 - Integrated PC with monitor
 - Integrated printer
 - Integrated Bluetooth or other wireless connection for transfer of data to a mobile phone, PDA, etc.
- Free placement of Strip on packaging or card
- DATASOUND Module: brushed stainless steel plate with integrated scan window, reader, speaker and start button
- Only a power connection is necessary
- Measurements
 - Display base 38 x 58 x 110 cm
 - Rear signage 58 x 70 cm
- Maintenance through DATASOUND Service

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