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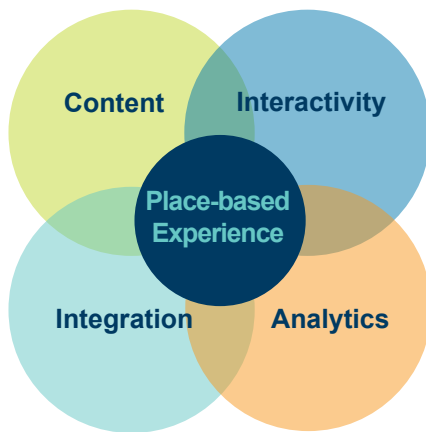
Create - Integrate - Interact



Place-based digital signage is a horse of a different color. This is where your brand, your people, your products, and your customers meet ... all at the point of purchase. This is a unique chance to turn content into an **EXPERIENCE**.

**SageVIEW Experience Labs™** is a team of dedicated creatives, technologists and application specialists applying digital engagement to achieve business objectives. **SageVIEW Experience Labs** specializes in content development, data integration, interactivity, and analytics to optimize human-oriented, media-rich, interactive digital experiences that engage, inspire, and generate results.

**SageVIEW Experience Labs** is part of SageNet's SageVIEW services-driven, best-in-breed digital signage ecosystem. Combining decades of leadership in digital signage and network connectivity with deep vertical market expertise, SageNet brings you a fully managed end-to-end approach to creating an integrated on-site/in-store digital experience.



## Features & Benefits:

- **Compelling Content:** Translating your messaging and vision to create a unique place-based digital experience
- **Intuitive Integration:** Data, Devices, Apps and Content working together creating compelling Viewer Experiences
- **Intriguing Interactivity:** Touch and contactless interactivity to engage and entertain your audience
- **Subject Matter Expertise:** Industry leading experts in Digital for Retail, Financial, C-Store, QSR, and CPG

## ALL CONTENT IS NOT CREATED EQUAL .....

Your marketing strategy is set. You've defined your target audience. Your campaigns are solid. While broadcast, online, print, social and place-based digital share similarities, each medium demands different tactics. It is simply not as easy as repurposing content.

Your customer is right here, in this precise place, at this precise time, within reach of your products. This is not just a digital experience, it's also physical. With digital signage, each screen is individually addressable. This is your opportunity to ensure an engaging, interactive human/digital experience. We collaborate with your creative teams to transform your brand, messaging, and vision to make it work within the unique environment that is place-based digital signage.

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## CREATE. INTEGRATE. INTERACT.

### Content Kings

The **Experience Labs** group helps you realize forward-leaning solutions that create impactful and inspiring experiences with unmatched expertise in:

- Storyboarded experience content
- High-end animations
- Interactive and immersive multiscreen experiences
- Integration with contactless solutions
- Integration with loyalty, inventory, and sales data

### Engaging Interactivity

Digital Signage is inherently targetable; not just down to the store, but to the aisle, end-cap, PoP, cooler, or shelf. This is the place to invite the customer to interact with the display, to trigger, to manipulate, to input. To become part of the show.

Interactivity increases recall, engagement, brand affinity and more. **Experience Labs** understands this unique opportunity by creating content using touch, gestures, voice, QR codes and other forms of touch-based or contactless interactivity to inform, engage and entertain.

### Real-time Integrations

Take your signage to the next level with real-time, relevant, and relatable integration with your company-centered and in-store databases, RSS feeds, and loyalty apps. Delivering more dynamic, personalized content to shoppers in real-time guides the experience to make sure shoppers walk out with just what they were looking for (and perhaps a bit more).

Using Employee Integrations (see also *SageVIEW Inspire*) you can integrate real-time automated company-wide notifications, operational performance metrics and sales results for greater employee engagement. Our real-time data integration solutions make both your data and your signage rich and relevant for a superior viewer experience.

### Analytics & Optimization

We don't stop at Day One. Once your digital experience is ready and out there, we help ensure it's working for you; hardware, software, and content. With AI-driven analytics, we have the tools to measure foot traffic, customer demographics, and provide you marketing analytics to bring growth and profitability for your business today and tomorrow, to day 1,000 and beyond.

## Don't Miss Our Other SageVIEW Solution Suites:

- **SageVIEW Impact™** utilizes state-of-the-art technology and dynamic content to leverage hyper-targeted media to connect retailers with consumers in-store; outdoors at the drive-thru, curb, or pumpside; and via menuboards.
- **SageVIEW Inspire™** offers integrated, interactive, inspiring employee engagement in the workplace, leading to increased sales, improved operational performance, and stronger employee retention.
- **SageVIEW Services™** truly differentiate SageVIEW from traditional hardware or software-driven approaches. SageVIEW Professional Services, centered in the National Logistics Center, get you strategically to Day One. SageVIEW Managed Services ensure a sustainable, scalable digital experience to Day 1,000 and beyond.

### SageNet Managed Services

Enhancing the SageVIEW digital experience platform, SageNet has more than 30 years of experience providing a broad range of managed network and cybersecurity services to the retail industry, from primary and back-up networks, merchant connectivity and PCI compliant networks to customized networking technology solutions – all optimized to meet the needs of multi-site operations.

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To learn more about SageVIEW™, visit [www.sagenet.com](http://www.sagenet.com) or call 1-866-480-2263.

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