



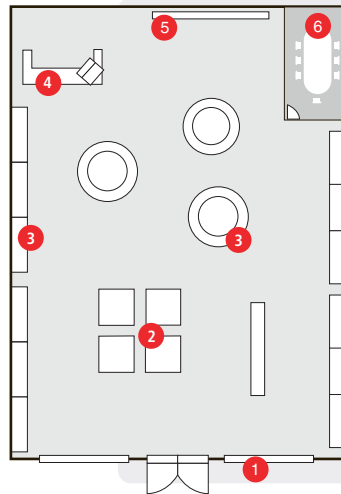
## Retail: Fashion

Increase your sales by reaching consumers where it counts - in your store.

Display targeted dynamic content with the ChannelVIEW digital signage solution at the precise time and place where 70% of your clients purchase decisions are made.

### Why invest in digital signage for my fashion retail store?

- ➔ The ChannelVIEW solution allows you to display dynamic & eye-catching product advertisements on digital screens located on-shelf or in aisles.
- ➔ Result: Increased sales and brand awareness by capitalizing on the key time in consumers purchase decision-making process - while in front of products.



### Strategic positioning

of digital signage in a fashion retail store

#### 1. Window Display

Increase impact and attraction to your store by incorporating screens into new or existing window display designs

#### 2. Feature display

Advertise new collections and items on promotion cycle.

#### 3. Product shelf/rack

Advertise featured products, low or high inventory products, and cross-merchandise with complementary products.

#### 4. Point of purchase

Increase impulse purchases on accessories and entertain clients in waiting lines.

#### 5. Video Wall Display

Combine store and item branding with entertainment and lifestyle content

#### 6. Meeting room/lounge

Employee training and corporate communications

Visit [www.miradamedia.com](http://www.miradamedia.com) for more information and examples

### The ChannelVIEW Solution at work in a fashion retail store

New collections



Promotions



Build brand awareness

