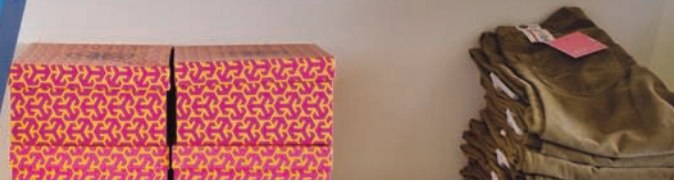




# STUNNING SIGNAGE FOR SPECIALTY STORES

Total solutions & easy deployment from a name  
you trust



*Attract, inform, entertain,  
engage and impress*

your customers throughout your stores  
with HP Digital Signage Solutions.  
HP Digital Signage helps you create  
a network of customizable digital  
displays that you can control from  
a central location providing a high  
degree of flexibility, speed and  
consistency for your in-store  
merchandising and marketing.

HP Retail Solutions offers a wide range  
of digital signage solutions from simple  
and affordable small-business systems to  
powerful enterprise networks that scale  
up to thousands of screens—so you  
can inform, educate and motivate your  
audience effectively, 24/7.





## TOTAL SOLUTIONS FOR RETAIL SUCCESS

HP Digital Signage Solutions are built to last, built to perform and built to engage. But what makes our seamless end-to-end solution perfect for specialty retail? You can:

### ATTRACT

customers into your stores with engaging, stunning images

### PROMOTE

sales, products and loyalty programs to provide targeted sales lift of promoted items

### MERCHANDISE

better—show product combinations, bundles and outfits in real-life settings

### SHARE

product information, reviews and differentiators in an interesting way

### DIRECT

customers using wayfinding displays and maps

### ENGAGE

customers using touch signage to increase intimacy with your brand

Our scalable systems are solid, reliable and highly capable—but they're also easy to deploy, easy to use and easy to manage.

## EXCITING, ENGAGING, ALL-AROUND IMPRESSIVE

Digital signage is built to enhance your retail business, to welcome customers, to create unmatched experiences. And it's all brought to you by a trusted cornerstone of the technology industry. HP can help you bring your brands, images and messages to life with signage solutions that are right for your unique business:

### It's reliable

Our commercial-grade hardware is specifically designed, tested and certified to work in stores that need it up-and-running at all hours, bringing customers in and guiding them along the way.

### It's supported

Like all high-quality HP solutions, our Digital Signage portfolio is backed by impressive support options—from 3-year limited warranties on signage to on-site service, global support and optional HP Care Packs.

### It's flexible

Change your signs weekly, daily, hourly—depending on your target audiences, when they visit your stores and what triggers their buying behavior.

### It's easy

Choose the components that best fit your needs and let us take care of the design, installation, back-end setup and continuous support, making your experience simple from design to deployment.

### It's complete

With a wide range of hardware, software and services, we give you solutions for all applications from simple ads & sale notifications to complex product information and touchscreen designs.

## BENEFITS FOR YOUR BUSINESS

### Top Line

- Sales and promotional lift
- Increase basket size with cross sell/upsell
- Improve brand recall
- Vehicle for 3rd party advertising/co-op/sponsorship
- Increase customer/staff awareness of key programs

### Bottom Line

- Reduced expenses from printing and logistics
- Better local compliance with brand standards
- Patron/public information
- Improve HR communications and training

To learn more, visit [www.hp.com/go/digitalsignage](http://www.hp.com/go/digitalsignage)

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