



## Ofisec ADS

The new way to communicate in your business: digital signage.

### PRESENTATION

Most buying decisions are taken at the last moment and at the point of sale, hence the importance of having an advertising system that influences over purchase decision. In this sense, digital signage made deep inroads in business, accessing to a new concept of information control never before imagined. If you think it is important for you to be seen, our **Ofisec ADS** solution guarantees its usefulness to generate high-repercussion visual impacts and capture consumers attention in any commercial space that requires of an information system and / or publicity which provides a visual experience of higher quality and efficiency.

### ADVANTAGES

- ↘ **INCREASE EFFICIENCY OF CAMPAIGNS.**  
According to marketing studies, digital signage increases sales by 83%, while the traditional signage makes 39%.
- ↘ **SALES GUIDANCE.**  
You may display promotional videos, PowerPoint presentations, Flash animations, photographs or texts with attractive messages that will make faster purchasing decisions , enabling to program the content to display when you need it.
- ↘ **CENTRALIZATION.**  
If your business has several premises, you can manage the control of information in a centralized manner, displaying the same message to all premises or differentiating content by store, according to zones, cities or countries.
- ↘ **RESPONSIVENESS.**  
You can plan the messages you want to direct to customers according to seasons, time, day or type of audience that you want to target at every moment. With this technique, you can create a truly dynamic information channel.
- ↘ **INTERACTIVITY.**  
Sales can be directed according to several factors: weather, season, promotions,...