

THE INTELLIGENT ENTRY CONTROL SYSTEM FOR SUPERMARKETS

Smart Digital Signage^{GO}

Smart Digital Signage^{GO} is a practical tool within our software family that enables you to accurately measure and control your customer traffic using artificial intelligence and machine learning. **Do you want to know how many and which customers have visited your branch, and also control the number of people in the store?**

No problem – Smart Digital Signage^{GO} does this for you fully automatically.

Where can Smart Digital Signage^{GO} be used?

The best place to install Smart Digital Signage^{GO} is at the entrance to a store.

What can Smart Digital Signage^{GO} do?

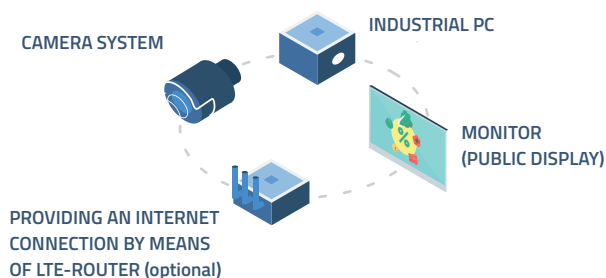
- › Determine and control customer traffic
- › Determine age and gender (restrictions with protective mask)
- › Inform customers at the entrance about the latest situation in the store (e.g. current number of customers)
- › Adjust the display to show number of customers, advertising content, news articles, etc., using a CMS (ConSys platform)
- › Customize the layout and design
- › Send messages to management (e.g. store managers)
For example, the store managers can be informed by SMS or e-mail when the maximum number of customers is reached

What added value does Smart Digital Signage^{GO} offer?

Smart Digital Signage^{GO} is part of the ConSys software family and, in addition to the “Smart Digital Signage” product, it also includes real-time traffic control. Not only is it more innovative than previous traffic measurement systems – it also contributes the following additional benefits:

- › It is a fully-fledged digital signage solution that has proven its worth over many years
- › The system allows you to display customized advertising on the monitor depending on age, gender and number of people
- › The central CMS (ConSys platform) allows you to manage all your stores in real time
- › It collects marketing-relevant data, which can be accessed via the ConSys platform
- › On-the-fly updates

What hardware is included?



ConSys GmbH
Am Industriepark 9a, 9431 St. Stefan
Phone: +43 (0) 4352 20220
E-Mail: office@consys-gmbh.at

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