

# Intelligent Shelf Label Solution Creates Brand Awareness

The solution enables METRO GROUP\* to increase awareness of new products and encourage consumers to try them.

Statistics show that on average, there is a very large failure rate for new dairy products because consumers never try them. Helping turn this around, the intelligent shelf solution provides eye-catching electronic shelf labels that can show product prices, play movies or display other information with intense color and brilliance, right next to products. For instance, METRO GROUP\*, the fourth largest retailer in the world, is using electronic shelf labels installed in end-cap displays to increase awareness of new products and notify customers about special offers on items that are soon to expire. The shelf labels contain an LCD module capable of displaying price, product information and high-definition video in various formats. With this capability, retailers and consumer packaged food (CPG) manufacturers can capture the attention of shoppers by playing attention-grabbing advertisements and animations as they look for products on store shelves.

A refrigeration shelf is shown in the figure, where colorful, multimedia content plays on digital signage displays and electronic shelf labels located at the endcaps.

## Get consumers to pay more attention to new products on the shelf

Digital signs with video and animation can direct shoppers' attention toward marketing messages that could compel them to try something new. The information is managed and distributed by a content management system (CMS) running on an Intel® Core™ i7 processor-based platform, which has the computing power needed to simultaneously send out different content to thousands of LCD-based shelf labels.

## Run special promotions on clearance or soon-to-expire products

Retailers can use the intelligent shelf solution to raise awareness on products they want to move quickly, possibly by offering a lower price. This can be an effective way to clear out old inventory before a product transition, such as a packaging change or a new version.



## Change shelf prices electronically

The intelligent shelf solution enables retailers to lower operating costs associated with regularly updating price tags throughout the store. In addition, Intel® Active Management Technology (Intel® AMT) enables retailers to remotely monitor or repair the CMS, if necessary, which eliminates the need for costly onsite service visits.

## Engage consumers with a unique multimedia experience

Digital signage and electronic shelf labels can provide consumers valuable information at the point of purchase and help increase brand awareness.

## Learn more

To get more details about this solution, download a full length *Solution Blueprint* at <http://www.intel.com/content/www/us/en/retail/intelligent-shelf-label-solution-blueprint.html>.

For more information on intelligent retail solutions, visit Intel's Intelligent Retail Web site: [intel.com/retailsolutions](http://intel.com/retailsolutions). Follow us on Twitter at [@RetailerInsight](#).

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