

Catch Customers Attention with Digital Signage

SCHOTT Termofrost® Ad Door: Transparent screens are integrated to the refrigerated multideck cabinets



Digital signage enables a strong emotional appeal at the point of sale.

Description

Dynamic and entertaining communication at the point of sale for chilled food is now a reality. A new glass door with an integrated transparent LCD display can present videos, weekly promotions or any animated content that is relevant and interesting to the shopper. Commercials, messages or promotional activities are displayed on the screen while the products behind are still visible. Digital information in high resolution attracts shoppers and persuades them to stay longer in the chilled aisle.

Benefit for shoppers

- Enhanced shopping experience
- Value added information about food & drinks
- More entertainment

Benefit for food retail

- Trigger for impulse purchases at the point of sale
- Promotion platform for key brands, private labels and time limited offers
- Shoppers spend increased time in the chilled aisle
- Premium presentation enhancing the store image
- Greater impact compared to static images
- Eye-catching advertising for promotional offers

Benefit for food brands

- Premium presentation at the point of sale
- Brand placement during the purchase decision
- Quick and easy platform for product launch campaigns
- Marketing channel that allow quick customer feedback



The transparent screen combines product presentation with digital communication.

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Technical Specifications

| SCHOTT Termofrost® Ad Door | | |
|----------------------------|--------------|---|
| Description | Type | Swing door |
| | Application | Multideck cabinets, coldrooms |
| Glass | | Double glazing |
| Door design | | <ul style="list-style-type: none"> • SCHOTT Termofrost® CRS View • SCHOTT Termofrost® T.AGD 3 • SCHOTT Termofrost® AGD 3 |
| Door opening features | | <ul style="list-style-type: none"> • Self-closing • Door stop • Hold open |
| Screen | Technology | Transparent LCD |
| | Orientation | Landscape or portrait |
| | File formats | Possible for common formats (e.g. mp4) |
| | Format | Format 16:9; Full HD resolution |

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