

Digital Signage for the Chilled Section

SCHOTT Termofrost® Ad Door: Transparent LCD embedded within glass doors for multideck cabinets



Digital signage: communication that creates an emotional connection between customers and brands.

Description

Dynamic and entertaining communication at the point of sale in the chilled section is now possible. A new glass door with an integrated transparent LCD display can present videos, weekly promotions or relevant information within an arm's reach of a beverage or food product. 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 section.

Benefit for shoppers

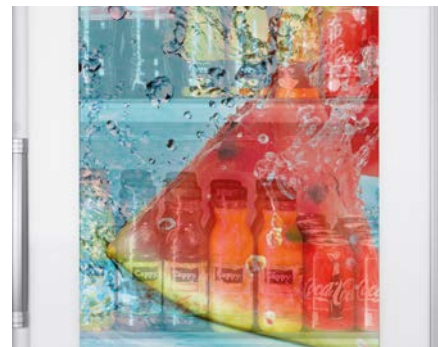
- Enhanced shopping experience
- Value added information about food & drink
- More entertainment

Benefit for food retail

- Trigger for impulse purchases at the point of sale
- Promotion platform for key brands, private labels and limited time offers
- Increased time spent in the chilled section
- Premium presentation enhancing the store image
- Greater impact than static images
- Promotional tool for differentiating from competitors

Benefit for food brands

- Premium presentation at the POS
- Brand placement during the purchase decision



Transparent LCD display within the glass door of a multideck cabinet.

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Technical Specifications

		SCHOTT Termofrost® Ad Door
Description	Type	Swing door
	Application	Multideck cabinets
Glass		Double glazing
Door design		<ul style="list-style-type: none"> • SCHOTT Termofrost® CRS • Other designs on request
Handle		Several options
Door opening features		<ul style="list-style-type: none"> • Selfclosing • Door stop • Hold open
Lighting options		<ul style="list-style-type: none"> • T8 lighting • LED light systems
Screen	Technology	Transparent LCD technology
	Orientation	Landscape or portrait
	File formats	Possible for common formats (e.g. mp4)
	Sizes	Several options; format 16:9

SCHOTT Flat Glass CR, s.r.o.
 Zašovská 850
 Czech Republic
 CZ-757 01 Valašské Meziříčí
 Phone +420 571 68 6419
 Fax +420 571 68 6400
 info.flatglass@schott.com

www.schott.com/termofrost

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