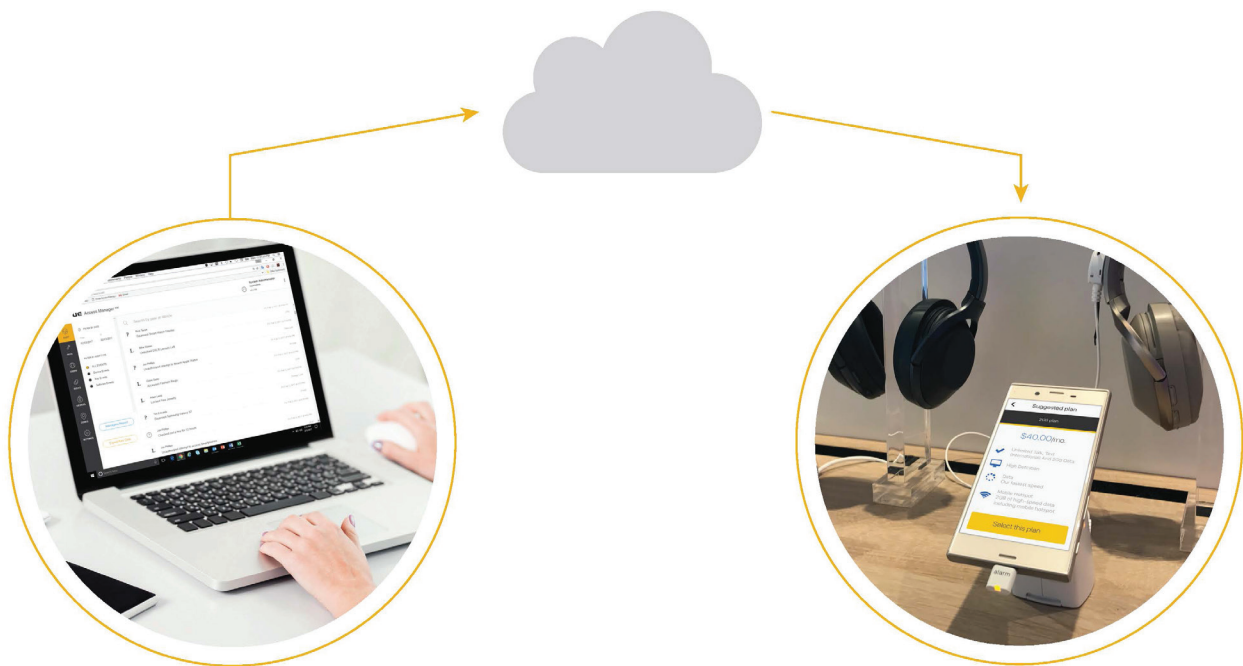


Cloud-Based Pricing & Content Management



Powerful cloud-based pricing and content management software accessible from anywhere



Remotely schedule, update, test and track different pricing and messaging content per device, per location



Attract and engage customers with dynamic content, including videos and questionnaires

MicroSigns is a digital merchandising platform that allows consumer electronic retailers to maintain tighter control over the rich media

marketing content in store environments, ensuring displays remain aligned with fast shifting features, products and rates.



We have observed our initial roll out with MicroSigns for 3 months and found 30% same store sales increase, 15% margin increase and realized we had sold 3000 new plans in 3 months. MicroSigns was at the heart of our strategy. It is the feature our customers most liked.

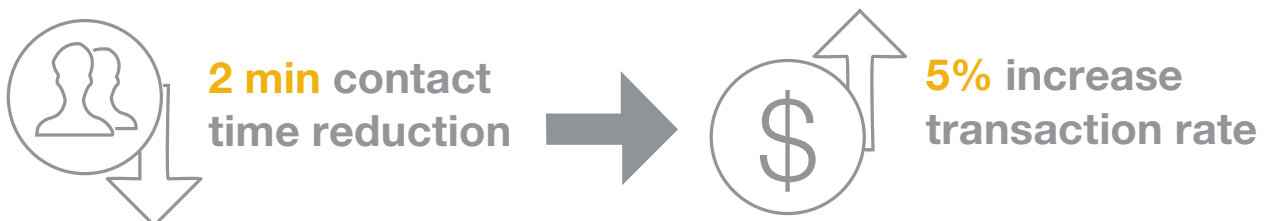
— Jolene Sicklemore, Head of Retail H3G UK

MicroSigns enables retailers to control live media content to be displayed on smartphone and tablet merchandise, including products, features, pricing, bundling plans and marketing promotions. The content displayed is managed from a single cloud enterprise portal, that can be dynamically managed from anywhere. Within minutes, current marketing, pricing and

promotions can be deployed and updated within all storefronts.

MicroSigns rich content displays place more determining purchase factors directly into consumer's hands, allowing them a clearer path to understanding product features, benefits, pricing and plan information.

- › **Personalization** of pricing and plans allows more customer autonomy during their device purchase decisions cycle
- › **Consistent messaging** from corporate is deployed to all stores- ensuring pricing and marketing plan compliance- which allows increased associate engagement time with customers for additional revenue opportunities.
- › **Reduce conversion cycle:** customers discover plans and promotions during pre-sales activities that help the sales associate increase the speed and number of additional engagements
- › **Minimize non-fruitful sales engagement:** Customers self-discover information themselves reducing sales engagements that don't lead to immediate conversion
- › **Increase customer time spent in stores:** Merchandise with MicroSigns enriched content provides a dynamic customer experience, allowing shoppers to discover product information, therefore increasing time spent in store and steps further down the purchase cycle



— MicroSigns client database research, 2017



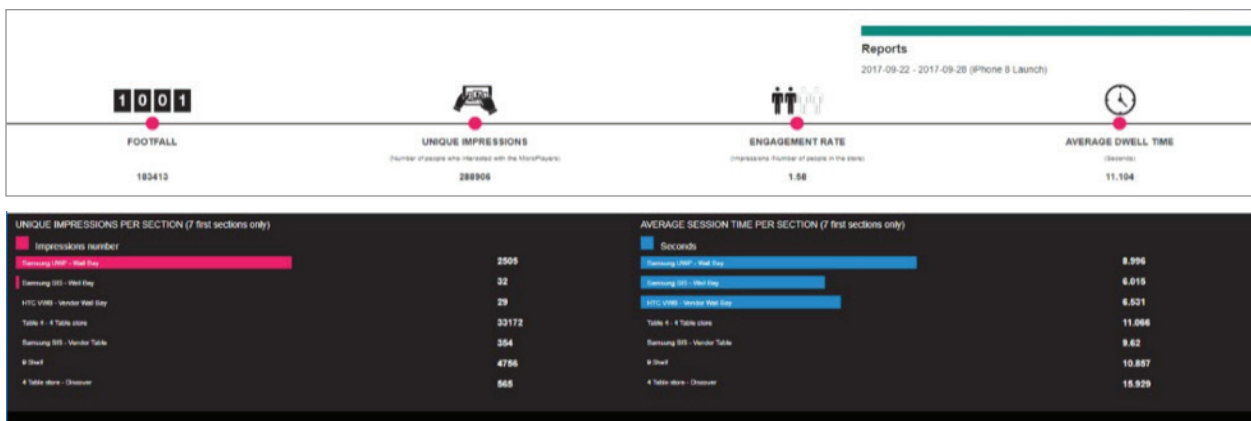
Increased accuracy of marketing content compliance on product merchandise can increase over 95% within 48 hours of implementation (based on 98% targeted goal).

– *MicroSigns client database research, 2017*

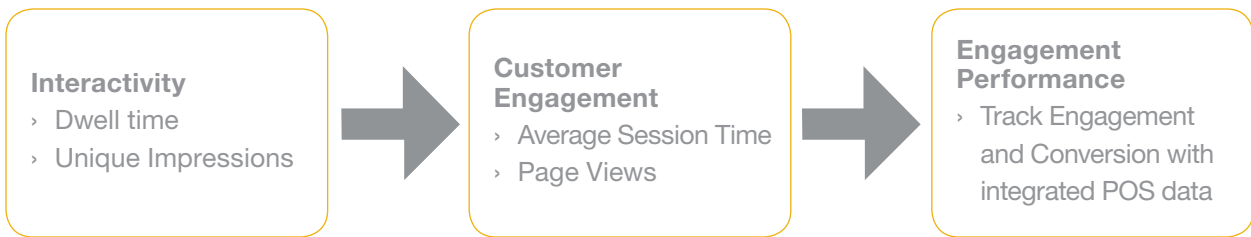
MICROSIGNS ANALYTICS

Easy access to store campaign data through various customized and integrated options.

- › Data Extracts
- › Flexible API Integration
- › Access real time reporting through MicroSigns BI tool



Track Performance Through Microsigns Business Intelligence Reporting



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