



VISION ON CHIP



**SONY**  **LG** **SAMSUNG** *Hisense*

**TIZEN** android  

The smarter way to sell smart TVs

The ultimate customer experience



# The smarter way to sell Smart TVs



**Vision on Chip is a genuine first for electrical retailer vision departments: cutting-edge plug-and-play software that synchronises all your smart TVs together, regardless of brand, syncing their content, to showcase their individual strengths, prices, and special features, meaning a fantastic experience for your customers and significant savings for you – with an end to expensive media players and paper ticketing.**

The revolutionary system from Volume Network, one of Europe's leading digital signage solutions providers, will help boost your television sales by demonstrating the full visual capability of each TV to your customers with future-proof technology that is easy to install, use and maintain.

Vision on Chip allows retailers to instantly update product pricing and information on-screen, measure and evaluate consumer behaviour, and tailor your displays to maximise their effectiveness – all while saving your business time and money.

The system also provides an intuitive, personalised user experience to customers, allowing them to quickly get information, compare products they are interested in, and play their favourite content, using QR codes and a few taps on their mobile phone.

**Vision on Chip already works for some of the world's biggest retailers and brands. See how it can work for you...**

# Enhance your customer experience

**Engaging your customers is easy with Vision on Chip, which offers powerful point-of-sale interactivity that customers respond to immediately.**

The system presents a QR code on every screen that, when scanned, lets customers navigate to the pre-loaded content of their choice, including Netflix, Amazon Prime Video, Apple TV, Films, sports, gaming, children's and more to see for themselves how the content they like best looks and sounds on the screens they are considering buying.

Vision on Chip can also resize the screen (so on a 75-inch screen, a customer could also view content that represents a 55-inch screen – a great way to upsell), and display consumer awards, bundle deals, soundbar connectivity / control and more.

With simple smart mobile commands, customers can also compare two (or more) TVs against one another, bringing up pricing and product information and control each screen at the same time.

Once they have finished browsing, users can save product pages to review later on, or whenever they are ready to make their purchase.

**Not only does this result in an appealing digital experience that puts customers at its very heart, it is also proven to bring strong results in both engagement and sales.**

## Offer real-time content messaging

**Vision on Chip helps retailers to immediately update and sync information across multiple devices. This can be managed either centrally or locally from HQ approved messaging, whichever is easier for your business.**

This allows you to automatically display and update content relevant to each store's location, or according to variables such as weather, season, or time of day.

For example, this could allow you to display more video game content at the end of the school day to capture young people's attention, and more sports and entertainment content after offices close, to capture the interest of professionals on their way home.

Not only this but at any moment, and with very little fuss, you can update prices on-screen in real time. If a rival discounts their tech, you can discount yours. Or if you decide to have a flash sale – even if only for an hour or two – you can adjust your prices without having to go to the trouble of either printing out new pricing information and placing it around the store, or updating your devices one by one.

**Using less paper around your store offers obvious cost benefits such as print and store colleague time and is also environmentally friendly.**

**At any moment, and with very little fuss,  
you can update prices on-screen in real time...**



# Future-proof your display

**Consider this problem: TV-associated technology – such as HDR, 8K or Dolby Vision – evolves faster than media player technology.**

For example, if a TV was 8K with Dolby Vision, it would require a media player that supports both 8K and Dolby Vision. And every time another major technology update is released, you would have to upgrade all your media players.

The costs of needing a new media player for every TV to present electronic price labels and the best possible TV content replay on every screen makes this solution impossible for most retailers.

Using Vision on Chip circumvents all this; it allows each TV to play content to its highest standard, without the need of a media player at all.

Alongside this almost all updates, maintenance and support can be carried out remotely, meaning that at all times Vision on Chip is maximising each TV's native visual replay capabilities and displaying them exactly as the manufacturer intended.

**Technology moves quickly, so why not deploy a software solution that will move with it?**

## Save money and time

**Vision on Chip is a “plug-and-play” solution that could not be easier to implement.**

Simply get a member of your team to stick a memory stick in the side of each TV, scan a QR code, and complete the process from his or her phone.

Each installation takes less than a minute to complete, meaning you minimise store disruption.

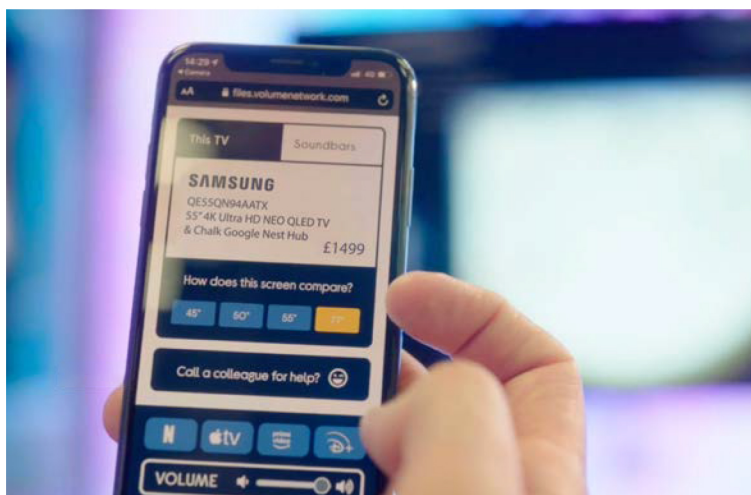
And as Vision on Chip requires no media players to run, you will save money directly on not having to deploy and maintain these throughout your store.

If you are used to printing out pricing and product information on paper, that too can be brought to an end, saving your team time, effort and the waste associated with perpetually having to update your displays – an uneconomical process, both environmentally and procedurally.

Vision on Chip also makes it possible for brands and services to advertise on your screens. Disney could pay for screen space, or to appear first in your list of apps, for example – yet another way Vision on Chip could begin paying for itself from the moment you deploy it.

Volume Network also obtains licensed content from film, tv and media companies that you can show in store, without having to negotiate deals yourself.

**One big UK electrical retailer Volume Network has partnered with estimates Vision on Chip will save them £1.7 million in costs in the first year alone – ask us for more details.**





# Measure and evaluate consumer data

Vision on Chip gives unparalleled insight into what your customers are interested in, tracking their journey through your store, their interactions with your displays, the content they like, the products they compare, the buttons they press, and how long they spend evaluating their purchases.

It also offers proof of play – hard play-count data that can be shown to content providers so they can see how many times customers have seen their content, and then can be billed accordingly.

Alongside this, Vision on Chip can integrate data including footfall, age, gender, and mood from cameras and sensors to gather real-time insights into the marketing performance of each aspect of your display, and the future opportunities you could take advantage of.

It also tracks to individual users and can connect with your domain, so when a customer accesses your website or app, you already know which products they have exhibited interested in. And by moving the entire journey onto people's mobile phones, you can make their experience as personal as you wish.

**From the data they provide, you can start to observe purchasing trends as well as demographic patterns, which will help you tweak the way you use your displays, deploy your team, and interface your digital and bricks-and-mortar storefronts to maximise sales.**

## Boost your television sales by demonstrating the full visual capability of each TV...



# In a nutshell

## Vision on Chip immediately delivers five things:

1. A more enriched interactive experience for customers.
2. Real-time information that is directly relevant to your business, the season, the time of day, or even your desire to rapidly adjust your prices.
3. An easy-to-install system that will save you money.
4. The opportunity for TV brands to show off all their TVs' visual content play strengths – all without the need for expensive media players that may quickly become obsolete and need replacing.
5. A sophisticated suite of digital tools and comprehensive data to enable your vision department to sell more TVs.

For a smarter way to sell smart TVs with Vision on Chip, arrange a meeting with a Volume Network representative today.



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