Presence sensing in banks | for digital product promotions

Presence sensing offers clear benefits to almost any digital signage installation. It facilitates spot-on content delivery by starting a new video when a person approaches the screen. As a result, the attention, awareness and engagement of the customer are increased. Overall, a presence-sensing application boosts the impact of your digital signage by showing the right content at the right time.



Compared to the overall costs of a digital signage installation, adding presence sensing is almost negligible, but the added value is significant. In short: low costs, high value. In combination with Data Analytics solutions, the data collected from presence sensing is highly valuable in measuring the performance and ROI of your digital signage installation.

What it does

1. Show calm, branded content when nobody is in front of screen. This keeps the environment for the visitor relaxed and pleasant.
2. Start the promotional content as soon as a person steps in front of the screen. For example: Introduction of new credit cards, Mortgage highlights, or saving accounts with high interest.

Working principle

The presence sensor is installed under the screen and has a 27-degree Field-of-View and 1.7m range*. As soon as a person enters the sensor's field of view, a message is sent to the connected media player to trigger new content. The detection range can dynamically be adjusted to trigger at the desired distance, or even trigger different content at different distances.

**a 2.5m range is also available with the XY-250B*

Benefits

- Spot on content delivery upon approach
- Guarantees your audience sees your story from the beginning, step by step.
- Highly suitable for data collection such as traffic and dwell time

Other verticals

Telecom

In telecom stores, presence sensors can be applied to promote subscriptions or data plans.

Hospitality

Digital signage in hotel lobbies can benefit from presence sensing by switching between ambient content and practical information when a person is present.

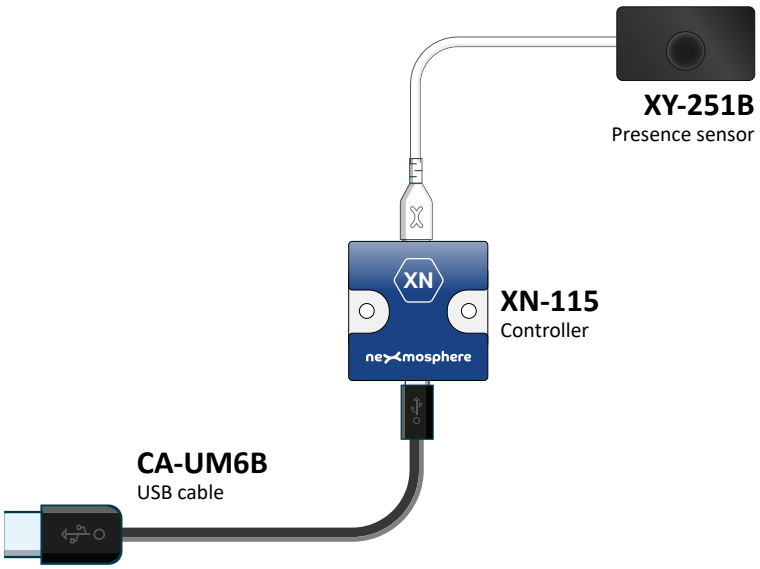
Chain stores

Store-level digital signage can offer the use of their Mobile App for product promotion, loyalty-building, and data capturing.

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Connection schematic



Nexmosphere products

(1x) **XN-115** controller
(1x) **XY-251B** Presence sensor
(1x) **CA-UM6B** USB cable

3rd party products

(1x) **MOKA** 55" screen
(1x) **BrightSign** HS145 Buil-in player

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