



Blue River™



Converging streams and directing flow across your business

HANDY▲▼

Blue River™



Blue River is our cloud-based platform that provides content, display and remote management of your digital signage network.

Why Blue River™ ?

Retailers find it hard to capture and retain consumers' attention in real-time and engage them with product and recommendations.

Our Blue River solution is designed to improve *Consumer Experience* and help with *Customer Retention*.

With the introduction of both **Datalink** and **Analytics**, you can integrate a range of innovative technologies with your digital signage.

Apply these technologies to maximise your omnichannel marketing potential and enhance in-store engagement for your customers.



Blue River is fully compatible with our unique range of “New Normal” solutions

HandyCHECKPOINT™

&

HandyPOS™
Hand Sanitiser Station





Datalink & Analytics

“It’s difficult to understand consumers’ behaviour in and out of store...”

Learn the behaviour of YOUR customers and improve in-store operational efficiency through advanced data collection and analytics. Make your data work for you to help improve consumer experience and satisfaction.

“How can the collected data you have on customers be used to drive better engagement in-store?...”

Deliver the right message, to the right person, at the right time through intelligent touch points and live data streams that control your content. Add to this the range of additional options to encompass new technologies.

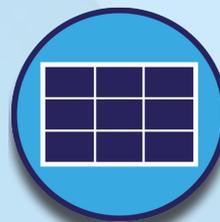
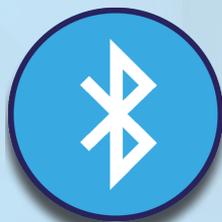
Consumers expect ever lower prices which means that retailers need to achieve greater efficiency in-store.



Credit: Primark



Credit: Intu Shopping Centre



	Technology	Benefits
	Digital Signage	<i>Bespoke display solutions offer a dynamic way to deliver your promotions and captivate your customers</i>
	Electronic Shelf Labels	<i>Quick and easy updating to price point on shelf labels to push stock with offers exclusive to that store</i>
	Event Trigger	<i>Advanced audience targeting using specialized sensors or product to display tailored content</i>
	Heat Mapping	<i>Heat detecting cameras positioned to detect hot points in store and analyse customer dwell time</i>
	Lift & Learn	<i>Innovative 3D detection technology that analyses customer interaction to provide bespoke content</i>
	Mobile Devices	<i>Use mobile devices to remotely update live content such as varying price point and promotions</i>
	NFC & Bluetooth	<i>Using bluetooth beacons and other NFC to display personalized content to the nearby customer</i>
	Outdoor Display	<i>Durable and weather resistant high-bright displays perfect for outdoor advertising.</i>
	People Counter	<i>Obtain in-depth analytics on the amount of people entering your store every day</i>
	Queue Management	<i>Manage your in-store queues with greater efficiency and deliver additional promotions to those in line</i>
	Video Walls	<i>Large scale digital signage solutions that really deliver the WOW factor to your audience</i>
	WiFi Tracking	<i>Sensors used to identify the MAC address of a customer's mobile device through a WiFi Network</i>

***'If theres a way to do it better
...find it***

-Thomas Edison



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