



1000 ISLANDS

D U T Y F R E E

Outstanding Achievement/Innovation Award Nomination

2019 FDFA Gold Standard Program

Video Display Implementation, 1000 Islands Duty Free

Having introduced video screens to our retail space a number of years ago to enhance the customer experience, we have faced challenges in keep the content fresh and with multiple video formats being offered to us from our suppliers. These challenges resulted in limitations on what we were able to display on our screens or facing significant costs to have video spliced together or custom content created. We also faced challenges in managing the screens that we had instore as each had to be dealt with through a direct connection.

Our desire was to improve the flexibility of our video screens and use them to offer an enhanced duty free shopping experience to our customers, all at a manageable cost.

Attending the NRF Retail Show in New York, we discovered a few technical options that might suit our needs and ultimately settled on working with a company called NoviSign. NoviSign offered us a cloud based solution that allows us to create and merge content ourselves, while also managing our video screens from a central dashboard. Working with NoviSign on one of their test products, we have also been able to create an interactive customer experience to bring enhanced information directly to the consumer from the brand itself!

The NoviSign software has allowed us to create custom content by merging high value video productions provided to us by our suppliers with store specific pricing and promotions. We now offer 3 different video screens in different portions of our retail space and are able to change things on the fly using any combination of store content, supplier provided content, and even content from web providers such as YouTube. Each video screen is controlled by a web enabled box that looks similar to an AppleTV box and allows the real time uploading of new content from anywhere with a web connection.

This enhanced capability has allowed us to feature not only large scale promotions on our screens, but even short term in store activations and promotions as well. It keeps things fresh for our customers as well and as such works as a secret sales person introducing new products to our existing customers.

The second phase of our implementation of this software is something that I am even more excited about and look forward to continuing to develop as the technology evolves. The NoviSign box is also

able to support a barcode scanner that can be used to provide product specific information directly to the customer on an interactive basis. At this time we have the ability to offer up information on 20 products that can be scanned by the consumer.

We have long recognized a disconnect between the excellent product information that is available from many of our suppliers and our ability to deliver this information to the right people at the right time. This new technology allows us to do exactly that. Our initial implementation utilizes a video screen set up behind a bar which features some of our top brands and a mounted bar code scanner. This allows our customers to approach the bar and by scanning any of the products on it, the screen will automatically flip to a dedicated product screen that shows not only our current pricing and applicable special offers, but also launches rich lifestyle video content related to the brand that they are interested in.

While our focus on direct person to person customer service has not changed, the reality is that customers continue to evolve with technologies and have a higher expectation in the retail environment. They want to be able to access product specific information that comes directly from the product manufacturer on their own terms. The NoviSign system allows us to offer this ability directly to our customers and creates an interactive instore experience that is a significant point of differentiation from others in the market. As we continue to grow the product offering within this interactive system, we will offer similar experiences for our consumer in the fragrance and cosmetic areas, and ultimately all other areas of our store.