

MEDIA RELEASE

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Secure big smiles and sales with ADT's Interactive Display Unit

ADT Security has launched the Duonell Interactive Display Unit, an innovative retail security solution that enables customers to experience live interaction with high-end products whilst assisting retailers with theft prevention.

In many stores, expensive items such as cameras, mobile phones, GPS systems, portable music players and other electronic devices are not openly displayed on the shop floor due to security concerns. However, these products often require a large financial investment and customers want to engage with the item before they buy. Designed to improve the shopping experience, ADT's self-guided kiosk style unit encourages interaction by allowing customers to hold and trial the actual product while it is switched on and fully functional. The Duonell Interactive Display Unit also offers retailers advanced in-built security, as each product is attached to an anti-theft device which emits a sound if the product is forcibly removed.

In order to reduce customer waiting times and encourage interaction, the display unit also features interactive touch-screens which can be used to provide important product information and video tutorials. Retailers can easily program these touch-screens in a variety of ways to suit their needs. According to ADT Security National Retail Manager Phil Brown, this functionality offers a number of benefits for retailers.

“With increased competitiveness and more choice than ever for consumers, retailers can find their products are lost in the clutter if they don't find a way to differentiate themselves. Meanwhile, smaller sales teams on shop floors mean some customers don't receive the service they require to make a purchase. Losing patience, they may leave the store before a salesperson can assist. On the other hand, some customers prefer to look at items in their own time.

“Our new Duonell Interactive Display Unit is an ideal solution, allowing shoppers to shop the way they want and access fully functional high-end items while helping retailers to create a positive environment for sales and assist their loss prevention efforts”, he said.

Further sales growth opportunities can be achieved by using the touch-screen to display up-selling, advertising or promotional messages.

The Duonell Interactive Display Unit offers additional benefit to retailers through providing valuable customer insights data. The unit's interactive computer system can produce downloadable reports that enable retailers to understand customer preferences and store activity, such as statistics about which products are more popular, and the average time a customer spends researching an item on the touch-screen.

An ideal showcase for electronic products, the Duonell Interactive Display Unit includes in-built chargers for each product on the display unit. This reduces the risk that the battery will become flat while in use by a customer and offers hassle-free maintenance for store staff who will spend less time recharging products at the end of the day. The unit's flexible design allows it to be customised to a size and style that suits any store, while the exterior can be designed according to the company's branding or advertising campaign.

The Duonell Interactive Display Unit is compatible for a wide range of products, and units can be easily updated by staff as new products arrive in store.

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ABOUT ADT SECURITY

With more than a century's worth of experience, ADT Security is the world's largest electronic security company, providing electronic security solutions to more than nine million residential, commercial and retail customers worldwide. ADT Security's products include alarm systems and integrated security applications that link access control, CCTV, electronic article surveillance and source tagging systems. www.adtsecurity.com.au

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