



Duonell Interactive Display Unit

Self-service interactive display solutions to enhance the customer experience

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.

Retailers are looking for technology to showcase their electronic products. Likewise, consumers are looking to interact with products. No doubt the customer has already done their research online and now wants to see and try the product before making a buying decision.

Traditionally, products such as cameras, mobile phones, tablets, GPS devices and other electronic items are not easily accessible on the shop floor for reasons of security. Yet these products require a moderate to large financial investment and customers want to engage before they buy. In many cases, the customer doesn't have the patience to wait for a salesperson to assist them or perhaps they want to look at it in their own time.

What is the Duonell Interactive Display Unit?

The Duonell Interactive Display Unit is a display tool for retailers designed to reduce customer waiting times, encourage interaction and provide a more productive shopping experience. It enables the customer to touch and feel a "live" product while also offering in-built security and up-sell and advertising options to the retailer.



ADT Always There®



Solutions Comparison

Product	Display and positioning	Mechanical security	Electronic security	Product charging	Product statistics	Product selection	Management information
Display stands	✓						
Mechanical secured display	✓	✓					
Electronic secured display	✓	✓	✓				
Live display	✓	✓	✓	✓	✓		
Duonell Interactive Display Unit	✓	✓	✓	✓	✓	✓	✓

Why choose the Duonell Interactive Display Unit?

- > The display unit **allows the customer to hold and trial** the actual product while it is switched on and fully functional.
- > The customer won't be faced with a dummy model and the **interactive screens** built into the unit can **provide information** about specific products
- > Built in chargers for each product so there is **no need to recharge** them at the end of each day. Battery will not go flat while in use by the customer
- > A **variety of products** can be displayed on this unit. They do not have to be electronic but could be something that customers like to touch and feel. It has also been successfully used by liquor retailers, bookstores and even banks
- > **Security** is addressed with each product attached to a security device which will emit a sound if the product is removed from the display unit
- > **Flexible design** of stand unit. ADT Security will work with you to have a stand custom built to suit your store size and style. The unit is **aesthetically pleasing** so as not to interfere with the customer shopping experience
- > **Touch-screen technology** enhances the **customer experience**, thereby encouraging up-selling as well as providing an opportunity to display cross selling, marketing or branding messages
- > Guided self-service kiosk style of the unit **reduces wait time** for service as customers do not have to wait for a salesperson to provide assistance
- > The interactive computer system can provide **downloadable reports** to enable you to know more about your customer preference and store activity
- > The units can **easily be updated** as new products arrive in store. Likewise, the interactive screens are easily reprogrammed with new material
- > In addition to offering **time saving benefits** to both customer and retailer, the Duonell Interactive Display Unit provides an opportunity for **enhanced sales growth** as engaged customers are more likely to be up-sold or enticed to purchase additional products

Why choose ADT?

ADT Security has been chosen by many of the world's leading retailers to help safeguard their people, property and possessions. With retail security specialists located right across Australia they can help ensure you receive personalised customer service, and your security solution can be configured quickly with local expertise.

ADT Security offers a range of sophisticated, world-leading security solutions to retailers, including: Smart Electronic Article Surveillance (EAS), Global and Localised Source Tagging, Point of Sale Monitoring and CCTV, Intruder Alarms and Monitoring, Retail Intelligence, People Counting, Access Control and an RFID Portfolio.

To find out more visit
www.adtsecurity.com.au/duonell
 Call us on 02 9947 7043
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