

Mimo & Sellr Collaborate

with In-Aisle Touchscreens, Driving
Engagement and Customer Loyalty



Static signage and merchandising displays are a normal sight for most shoppers. It's expected and often ignored. However, a unique in-aisle interactive experience changes the in-person shopping encounter, with the power of touchscreen technology. With the **convenience** and **ease-of-use** of in-aisle screens, shoppers looking for information find it at their fingertips, literally. Providing interesting information anticipates customers' needs and thus, delivers a **better shopping experience**. This information may include recipes, coupons, or even suggestions for what goes best with their favorite wine or other spirits.

Sellr Finds a Great Match in Mimo and its Adapt IQV Tablet Line

To remove intimidation while providing expertise to wine, beer and spirits drinkers on what pairs well with a selected bottle, Mimo partnered with Sellr, a leading provider of technology solutions for retailers to succeed in the digital age. Sellr's platform is designed to engage shoppers within store aisles to drive traffic and sales, enhancing the retail experience for customers. In retail locations that use Sellr's technology and our monitors, customers simply scan the barcode on the bottle while shopping and find great suggestions for what to serve with their chosen drink. Bruce van Zyl of Sellr said of the project, "Our platform makes consumers into product experts, and it's as easy as scanning a barcode to unlock knowledge for both customers and employees."

This technique of delivering information to buyers and anticipating what they may need is driven by the intention to increase revenues for retailers. Digital Signage Today reports that 80 percent of brands had an increase of up to 33 percent in additional sales with the use of digital signage.

Functionality and Features of Mimo Tablets Help Sellr's Platform Shine

Our custom firmware set-up allows Sellr to deploy quickly with the confidence that the hardware will work as intended. The firmware is customizable and based on the application at-hand, this partnership with Sellr was no exception. We created custom firmware to ensure it was intuitive for Sellr to use and required no guesswork. Sellr needed only to install it and connect it to the internet. Then it was ready for shoppers.

The additional features, like its tempered scratch-resistant glass and three-year warranty, gave Sellr great assurance that Mimo's screens were the right choice. Dale Ramdeen of Sellr Logistics said, "**We don't have to think about hardware with our installs. Mimo's monitors have great advantages and features. We just focus on our software, knowing the tablets work as they should.**"

The 10.1" PoE Android tablet was the ideal choice for Sellr because it is designed for commercial settings and is durable to allow for sustained 24/7 use.

Our tablet's commercial design status is critical as consumer tablets simply are not able to sustain the wear and tear of consistent use. You also risk a voided or substantially limited warranty when using consumer products in a commercial space. Further, consumer tablets do not allow integration with other devices which is crucial for this kind of in-store experience. The integrated VESA mounts took any hassle out of securing the screens. This value engineering also provided Sellr a lower total cost of ownership, reducing mounting expenses. Another cost saver is that the screens use power over Ethernet, which removes the need for power outlets near the

installation point. USB Pogo Pins permit easy connectivity of peripheral devices like the 2D scanners, creating more savings—again creating savings related to not having to install additional electrical.

The tablet's PCAP touch panel response was another key feature for Sellr. Delivering a fast and accurate experience without dead corners is key to any interactive screen. "These touchscreens have great response to touch, so users can easily interact without any frustrations," Dale added.

"The professionalism, support and service from Mimo was first class."

-Dale Ramdeen of Sellr Logistics



Collaborating with Sellr

We are proud to work with industry leaders, like Sellr, helping them bring engaging displays to market and providing a positive and problem-solving experience both for shoppers and business owners. This particular partnership allows buyers and retailers to tap into and solve a common problem: what pairs best with their favorite spirits. Bringing this expertise straight to shoppers means they feel confident in their choice rather than intimidated, while also offering benefits to retailers.

Because our partnership was executed under an added time crunch, Sellr needed the solution to be cost-effective and on-time. Dale of Sellr said, "The tablets are affordable, reliable and look great in a retail setting.

<http://www.digitalsignagetoday.com/news/nielsen-study-dohh-increases-revenue-at-the-point-of-sale-2/>

The professionalism, support and service from Mimo was first class. They also filled a large volume order in a short turnaround time as well."

"Bringing this experience to life for shoppers was an exciting project for us," David Anderson, President and CEO of Mimo said. "In retail, there has been a shift from large LCD screens to a mix of large and smaller devices. The smaller devices like those used in the project with Sellr engage consumers at eye-level, which works to create a more personalized experience in a way that feels more natural and interactive."

Helping Retailers Engage Customers

Both Sellr and Mimo are dedicated to helping retailers engage their customers to increase sales and customer loyalty. With huge competition in the wine and beverage industry, retailers need new and innovative ways to keep shoppers coming back to the store. By offering a bounty of information on perfect pairings, consumers receive added value and are engaged in utilizing the in-aisle technology. A combination of additional value and engagement can often lead to

more business as well as higher customer satisfaction. Giving shoppers an easy way to find knowledge they seek, especially in retail environments they may already frequent, is a great way to cultivate strong loyalty.

As a partner to technology innovators and retailers around the world, Mimo helps Sellr deliver market ideas that engage and influence their customers.



**Small Touchscreens.
Flexible Innovation.
Human Connection.**

Learn more about our retail solutions and how we bring your ideas to life.

www.mimomonitors.com