

Why the Dot?

The silent salesperson with a difference.

- **USER FRIENDLY:** Easily recognisable, Constant moving screen, No Touch to begin. Does not ask questions and has the ability for phonetic replacement. i.e Chikos - Tchaikovsky.
- **INSTANT INFORMATION:** Filter searches, able to browse and scroll product lines alphabetically/category/price or feature with immediate response.
- **STOCK ENQUIRIES:** Allows customers to link into live stock and recommended alternative products for out of stock items. Can up-sell with better recommendations.
- **ORDERING:** Helps customers to make informed decisions. Can order in store or from back catalogue/forward order/pay by credit card/obtain receipt. Can give printed information to take away, giving customers 'thinking time' before ordering and/or home delivery or delayed collection for a more convenient time.
- **PRIVACY:** Cannot be viewed by another customer when in use.



BENEFITS:

- **DATA** - Automated collection of data, has multiple ways of organising data, and is constantly kept up to date.
- **INTERFACES** - with existing hardware, software and loyalty/membership cards.
- **MONITORED** - remotely, minimal downtime, FULL technical back-up 24hrs. Zero footprint - no displaced merchandise.
- **INCREASED SALES** - Can store huge online product catalogue inviting customers to a new shopping experience allowing them to browse at leisure and increasing impulse purchases.
- **FEEDBACK ON USAGE** - What has been looked at the most/what has been purchased/how much has been sold and at what store location allowing you to organise sales of slow moving product more efficiently and optimise in-store product placement.
- **ADVERTISING REVENUE** - Provision for stores to advertise products on screen over 6 screens constantly scrolling giving advertising space to your suppliers when not in use. It also enables innovative promotional programmes.



Sizes
The RedDot is available in 230/330mm diameters.

Card swipe
To make payments by credit card.



Scan/Print Base
Print credit card receipts or product information to take away.

Audio
The RedDot can be equipped with either high quality stereo headphones or external speakers.



Scan Base
Scan products to bring up detailed information on screen.

