



**COMMERCIAL DISPLAY SOLUTIONS**  
FOR RETAIL APPLICATIONS 2022 H2

**HIKVISION**<sup>®</sup>

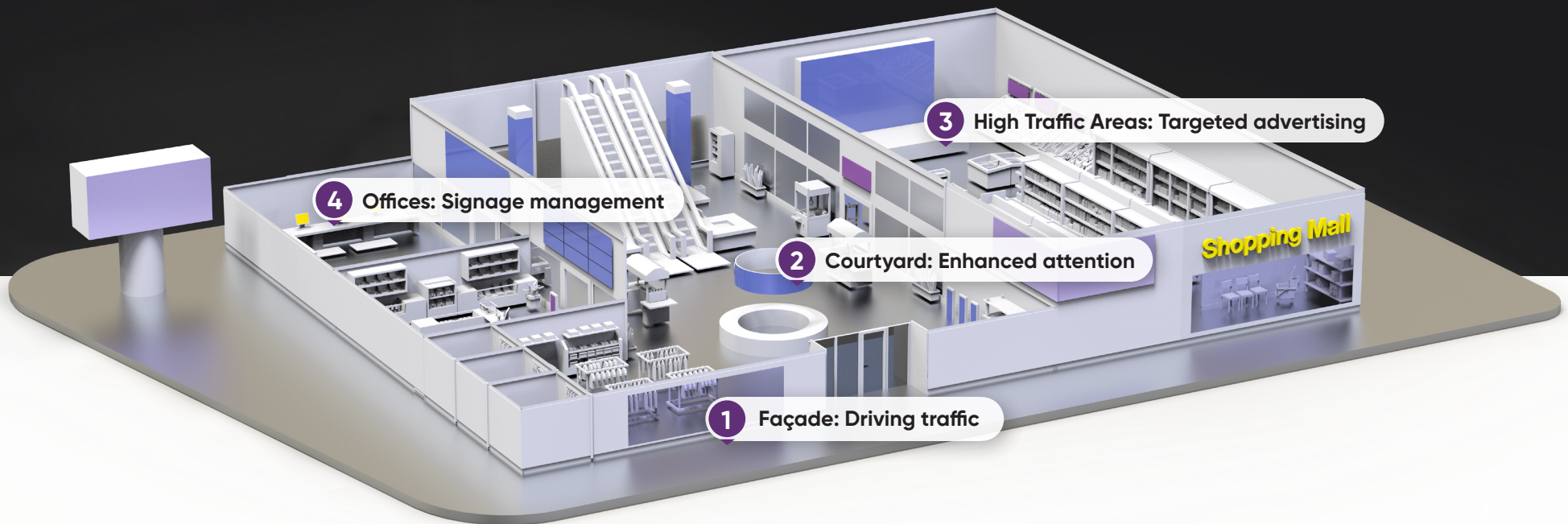


# COMMERCIAL DISPLAY SOLUTIONS FOR SHOPPING CENTERS

Conventional offline shopping malls are facing two challenges. One is the booming online shopping trend, the other is ever-enlarging shopping centers. Here, the priority shifts to standing out among the competition to offer a wow factor consumers can't get online. Attracting more customer flow is essential. Helping customers get more acquainted and getting them to engage more creatively are also imperative.

Hikvision's Commercial Display offers a full-cycle solution for shopping malls with a plethora of products to present captivating displays, from outdoor to indoor, from attraction to promotion, from display to management.

Read on to find out more.





# 01 FAÇADE

## Driving traffic

### The "Wow" factor at a glance

A shopping mall façade can be an effective way to attract more in-store visits. But how one can be noticed among the many local shopping centers becomes a challenge. Eye-catching imagery can attract visitors and be a unique way to stand out.

For truly fascinating displays of color and motion, Hikvision offers diverse display products. Hikvision can meet virtually any demand, including outdoor LEDs, naked-eye 3D LEDs, and transparent LEDs.

Let your imagination become real with our various displays.

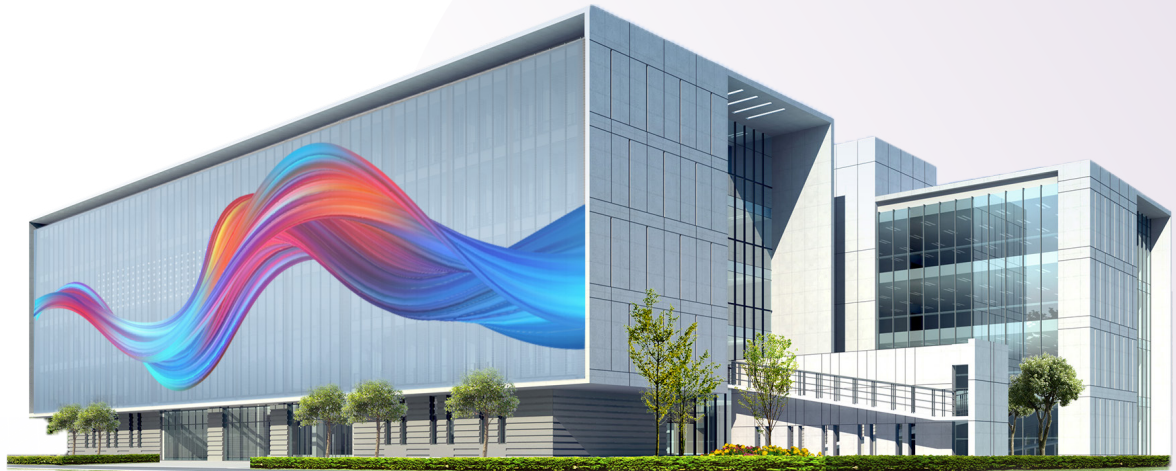
#### Outdoor LED

Featuring minimum 2.9 mm pixel pitch, completely seamless splicing, & maximum 10,000 nits brightness



## Transparent LED

Transparent perspective ensures virtual daylight indoors and a refreshing appearance with easy deployment and maintenance



## Naked-eye 3D LED

The realistic naked-eye 3D LED offers an immersive and arresting viewing experience compared with simple 2D images.



# 02 COURTYARD

Enhanced attention

## Catch more eyes with a simple step

After entering the shopping center, a captivating courtyard promotion can enhance customers' focus and make a great impression. Along with messaging, those areas can also be used for advertising, increasing the possibility for operators with multiple channels.

Hikvision's creative LED and video walls can fulfill the marketing loop from façade to courtyard sectors with excellent advertising, making the most of indoor visits to transactions and sales.



### LED Video Wall

Supports seamless splicing with superb display, suitable in any commercial scenario



## LCD Video Wall

Precise color calibration and robust industrial design ensure outstanding and stable performance



## Creative LED

Uniquely-shaped LEDs with convenient installation and deployment provide refreshing advertising quickly & easily



Column LED

LED Poster Display



Circle LED



Temporary Stage





# 03 HIGH TRAFFIC AREAS

## Targeted advertising

### Targeted guides in every corner

High traffic areas in shopping centers, like entrances and escalators on the various floors, are the most obvious and effective places to advertise for target conversion. Customers stand still for a moment in these places and engage with the customizable advertising content.

Hikvision digital signage can be applied in key passages to play designed advertising content on a recurring schedule, guiding customers to their desired regions.



### Digital Signage

Various product forms suit most application scenarios  
Abundant connectivity compatible with third-party displays

### Manage all terminals with ease

From outdoor to indoor, shopping centers can feature enormous display screens. Managing all of your terminals effectively and efficiently can help reduce operation costs and make life easier for personnel.

With HikCentral FocSign, operators can easily get accessibility to remote terminals in the control center and conveniently design and release programs.

# 04

## OFFICES

### Signage management

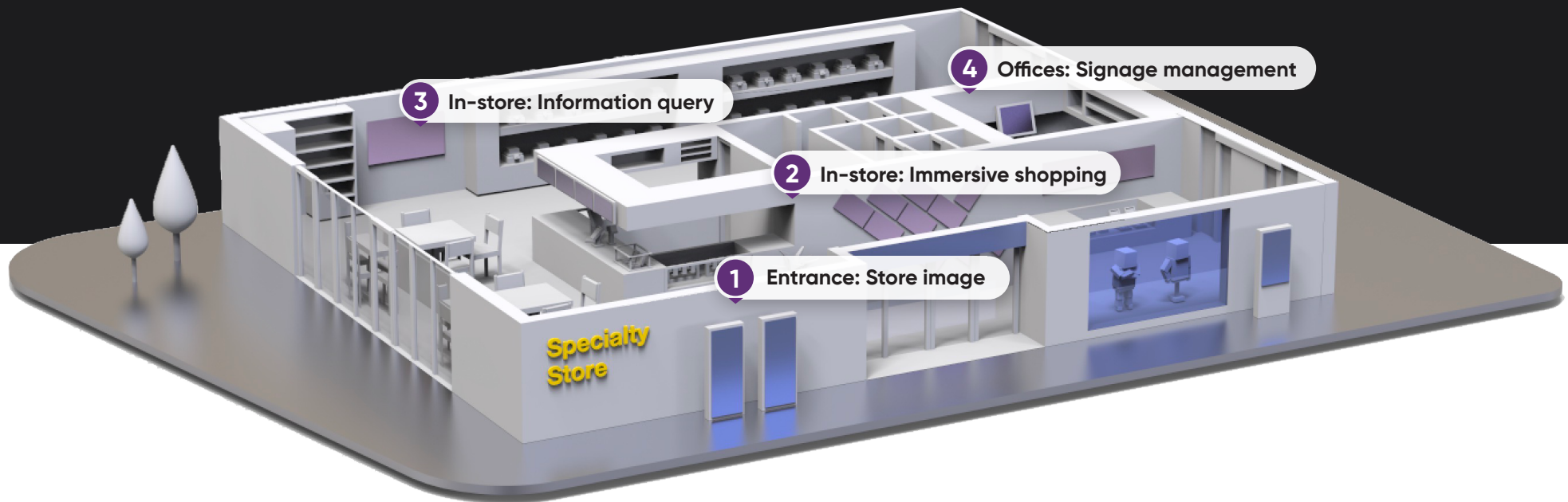


# COMMERCIAL DISPLAY SOLUTIONS FOR SPECIALTY STORES

Customers visiting large shopping centers and retail parks can access a world of products in a single location. But while centers attract large crowds, stores need to create unique offers and experiences for customers to maximize footfall – and to win a larger share of their overall spend.

In this highly competitive environment, innovative commercial display technologies – such as LED displays – can help stores stand out and gain a significant competitive edge. Along with attracting more customers into the store, commercial displays can be used to provide information about specific brands and products.

See how these solutions can work for you.





# 01

## ENTRANCE

**Store image**

### Get passers-by to enter more frequently

Increasing foot traffic to specialty stores is a constant struggle. Demonstrating the store/brand image attractively to get more passers-by to enter store is the first step. Advertising with LED displays at doorways, windows, and entrances can boost the exposure to attract more indoor visits.

Hikvision's commercial displays can help specialty stores build captivating imagery by integrating small-size LED cabinets, digital signage, and transparent LED.



### Digital Signage & LED Poster Displays

Diverse sizes and easy installation adapt to various types of store entrance advertising



### Small-size LED Cabinets

Lightweight and suitable for small scenes with smaller pixel pitch and seamless splicing



### Transparent LEDs

- Up to 70% transparency ensures good indoor visuals
- Translucent screens with vivid and elegant display effect



# 02 IN-STORE

## Immersive shopping

### Creative product promotion

Purchasing is actually an emotional action, and increasing foot traffic is half the job. A captivating promotion near the dressing mirror or a main section can help customers make the final decision. It also enhances the customer shopping experience with more immersive environment.

Hikvision LED, LCD, and digital signage can present product or service information in extremely clear ways, guiding customers one more step forward.



#### LED Video Walls

Cutting-edge display technologies include image enhancement, top grey level, & minimum 0.9 pixel pitch





### Creative LCD Video Walls

Creative splicing and precise color calibration bring a refreshing visual experience

### Digital Signage Video Walls

Diverse display modes suit multiple advertising scenarios, whether for menus, posters, or anything else





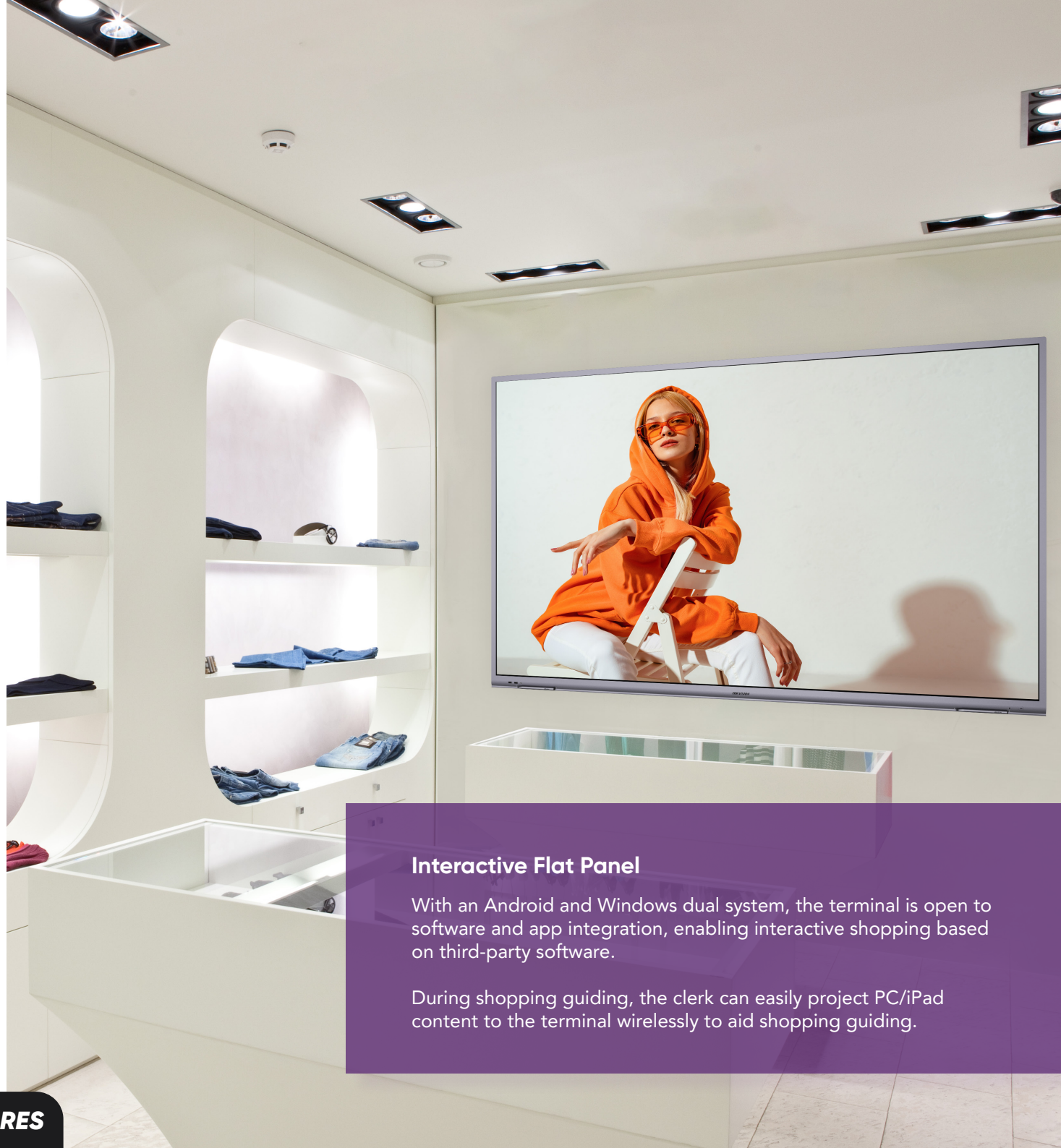
# 03

## IN-STORE

### Information query

#### Targeted guides in every corner

With the internet available nearly everywhere, customers can learn more about products and services while shopping now. But here, Hikvision's interactive flat panels can provide detailed product/service information in a more interactive way. Compatible with Android and Windows, additional marketing tricks can be developed, such as scanning registration, online ordering, and more.



#### Interactive Flat Panel

With an Android and Windows dual system, the terminal is open to software and app integration, enabling interactive shopping based on third-party software.

During shopping guiding, the clerk can easily project PC/iPad content to the terminal wirelessly to aid shopping guiding.





04

OFFICE

**Signage management**

### Convenient marketing information updates

Store displays need to change their content frequently due to changes in stock and to keep pace with seasons, festivals, and promotions. Flexible signage management can improve efficiency with a low margin of error.



With rich, built-in templates in HikCentral FocSign, operators can easily design and release advertising programs on schedule conveniently.

# COMMERCIAL DISPLAY SOLUTION KEY PRODUCTS



## Indoor LED Displays

| Model        | DS-D4209CI-ZWDB   | DS-D4212FI-CWF  |
|--------------|---|---|
| Image        |  |  |
| LED Lamp     | P0.9 Flip Chip COB LED  | P1.2 SMD LED  |
| Brightness   | 600 nits  | 800 nits  |
| Cabinet Size | 600 x 337.5 mm  | 600 x 337.5 mm  |

## Outdoor LED Displays

| Model        | DS-D4266F0-GLF  | D4239F0-CLFS  |
|--------------|---|---|
| Image        |  |  |
| LED Lamp     | P6.6 Gold Wire SMD LED  | P4.0 SMD LED  |
| Brightness   | 9,000 nits  | 5,000 nits  |
| Cabinet Size | 960 x 960 mm  | 500 x 500 mm  |



## Creative LED Displays

| Model            | DS-D4239TI-SHC  | DS-D4212MI-070(B)   |
|------------------|---|---|
| Image            |  |  |
| LED Lamp         | P3.9/7.8 SMD LED  | P1.25 SMD LED   |
| Brightness       | 5,000 nits  | 600 nits  |
| Special Features | Transparent display   | Splicing display mode   |









## Interactive Flat Panels

| Model            | DS-D5175TS/P(B)   | DS-D5B86RB/C  |
|------------------|---|---|
| Image            |  |  |
| Memory & Storage | 4 GB + 32 GB  | 4 GB + 64 GB  |
| Android Version  | 11  | 11  |
| Projection       | Wi-Fi + AirPlay + NFC   | Wi-Fi + AirPlay   |


## LCD Display

| Model       | DS-D2055HE-G  |
|-------------|---|
| Image       |  |
| Size        | 55"   |
| Brightness  | 700 nits  |
| Bezel Width | 1.8 mm  |

## Digital Signage

| Model      | DS-D6043UN-B  | DS-D6055UL-B/S  | DS-D60C-B   |
|------------|---|---|---|
| Image      |  |  |  |
| Size       | 43"   | 55"   | —   |
| Brightness | 500 nits  | 500 nits  | —   |
| Type       | Wall-mounted  | Floor-standing  | Digital Signage Box   |

## Central Platform

| Model      | HikCentral FocSign  |
|------------|---|
| Image      |  |
| Capability | Max. 1,024 terminals  |
| License    | Free for up to 30 channels  |



## Commercial Display Solutions for Retail Applications

2022 H2

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