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Multichannel audio streaming solution engages consumers on mobile devices in retail environments

Barix will move its ISE stand to the digital signage hall this year to more prominently display its new retail solutions to systems integrators and end users with interest in this market.

Barix brings to ISE 2014 a retail solution that aims to give the screen a voice, engaging consumers at shopping windows and inside stores through visual content and associated audio streams.

“Particularly with our audio signage solution, we aim to bring the two siloes of video and audio communication into a single-contained, harmonized and managed platform in the retail shop,” said Ronni Guggenheim, CEO, Barix. “Overall, we view the retail market as an exciting opportunity to showcase how we can merge core Barix strengths and new enhancements to deliver complete, reliable and cost-effective solutions that engage audiences, enrich brands and generate revenue.”

A free Barix smartphone app called **Barix Audio Point**, to be available in traditional App Stores, prompts consumers to scan a QR Code for stream access, which provides relevant and captivating audio content in synchronization with on-screen video. The combination brings higher awareness to promotions, store branding and other messaging through deeper engagement with shoppers – and addresses the retailer’s goal of increasing basket size.

Barix will demonstrate a complete audio signage solution with **screenFOOD**, a dynamic in-store

merchandising company whose content management system automates audio and video delivery. The Barix solution can work with any Digital Signage player to achieve this multi-sensorial approach, with Barix encoding and streaming high-quality audio through access points near each screen. Those access points enable the Wi-Fi connection that delivers audio to mobile devices in perfect harmony with video playing out on screens.

The solution gives systems integrators and end users an all-in-one package that is quick to deploy, with ongoing reliability. Multichannel audio capacity additionally supports multiple streams, allowing retailers to provide audio signage content in several languages.

Barix CEO Ronni Guggenheim believes the bring-your-own-device trend in retail makes audio signage a natural step in advancing the customer journey, from redeeming special coupons delivered alongside mobile streams to receiving information about online shopping after stores have closed.

“The act of seeing and listening together raises the grade of perception, and through this solution retailers can give their customers a more complete experience that raises the potential to drive purchases,” said Guggenheim. “Barix excels at moving audio over IP networks with very minimal delay, and our audio signage solutions feature content management systems from screenFOOD and other suppliers will help retailers deliver an enjoyable in-store audio visual experience to consumers.”

screenFOOD CEO Pierre Farine believes that this concept advances communication at retail touchpoints to a new level, moving past solitary audio or visual to bring greater context to the shopping environment.

“Good sounding audio helps to focus customer attention and extend their journeys into the mobile universe while on premises,” saysFarine. “Overall, this solution breathes new life into visual screen content. Barix also shares our philosophy of high-quality, reasonably priced technology and customer-centric solutions, and we see this as a unique opportunity to bring an innovative and exciting retail solution to market.”

Systems integrators can add more value by using the same network architecture to separately deliver Barix in-store radio solutions with dynamic ad insertion; and live paging and intercom.

Retailers can deploy the latter at help points alongside display screens to expand customer service channels.

Go Barix Audio Signage at ISE 2014