



Are we moving inexorably to a world of integrated solutions, where neither software nor hardware can afford to go it alone in the digital signage marketplace?

YCD Multimedia and **Elo Touch Solutions** will partner to provide advanced interactive digital signage solutions. By combining YCD's digital media software products and Elo Touch Solutions' family of Interactive Digital Signage (IDS) displays, the joint offering meets the increasing demand for interactive displays.

Retailers now want to involve and engage their customers in an active dialogue, while creating a better shopping experience. In-store solutions vary widely and include a range of interactive technologies and content, including information on products and services, entertainment and ordering information.

Effective use of interactive displays not only attracts and engages the customer, but provides a cost-conscious tool for retailers to create a unique brand experience with the ease-of-use of digital marketing for updates to ad campaigns, product promotions and pricing.

But this retail "Field of Dreams," where you "build it and they will come"...the store's answer to "showrooming"...requires more interactive solutions than the original digital signage software which was broadcast-only. Today's retailers need to cope with the twin impact of smartphones

YCD Multimedia and Elo Touch in Alliance

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and social media.

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