



Advanced digital signage **solutions**

- **Alive!**



Wallflower Alive!

Digital Signage Software that gets to know your customer

Wallflower Global have partnered with UK Company Intelligent Earth to provide the most accurate audience measurement and intelligent advertising capability of any digital signage product. The partnership delivers world-beating, dynamic demographics collection and reactive advertising products.

Wallflower Alive!

With the advent of Wallflower Alive! the advertising experience really changes forever. If, in a POS queue equipped with a display, an older woman moves to the head of the queue, she may be shown adverts for holiday cruises. Teenage boys will be shown adverts for computer games maybe with some background music they want to hear. If a young woman comes to the head of the queue she is shown appropriate lifestyle adverts for her age and gender.

Wallflower Alive! builds a demographic profile of who watches the advertising, when and for how long. Wallflower's AdWatch® module provides a wealth of statistics such as the number of people looking at an advert, the genders, and ages of viewers. This can be segmented by time and directly related to the adverts playing at the time.

Wallflower Alive! knows when your customer is present and paying attention to your advertising or display area. Advertising can be streamed to begin only when someone is in the target advert area or actually looking at the display.

A wealth of graphs and reports can be prepared allowing media planners to rapidly assess the effectiveness of campaigns. An intuitive interface allows slicing and dicing of results with drilling down to the underlying data.

