Digital window displays provide retailers with immediate value that directly impacts the bottom line.

**Why go digital?**

1. **Immediate Promotion**
2. **Increased Foot Traffic**
3. **Sales Generation**
4. **Stopping Power!**

**4 benefits of digital window display**

1. **Is it bright enough?**
   - Digital signage delivers bright, crisp visibility to catch the eye of potential customers, even in direct sunlight.
2. **Is it easy to maintain?**
   - Embedded media player allows for easy content management without a PC.
3. **Does the design fit with the store interior?**
   - Digital signage makes the display a natural extension of the store.
4. **Are there any ongoing costs?**
   - Cost-efficient and fast with remote, real-time updates for multiple displays.

**Introducing Samsung OMN series window displays: Brillance by design**

[For further details, please visit](www.samsung.com/smartsignage)