



# Print and Digital Signage

Managing retail signage is a big job. Every item in every store across your enterprise needs a product sign or label; plus you're rolling out promotions and price changes every week. These tasks take up valuable time and prevent employees from helping your customers.

Lexmark's Print and Digital Signage solution automates all aspects of the signage process from design and distribution to management and measurement. With this powerful solution you can publish attractive signs, shelf labels, fact tags, digital signs, electronic shelf labels (ESLs) and more, all from a single platform. This appealing signage improves your customers' in-store experience; and by incorporating your store's data, you ensure up-to-date pricing and accurate product information for additional sales lift.

## One platform, one complete solution

Lexmark's signage solution creates a cohesive system that simplifies signage installation in every store. Print accurate, consistent signage on any device, from store laser printers and high-speed digital printers to handheld printers in the aisle. You can also publish to digital signs, ESLs and other customer-facing displays from the same system.

## Lift sales with compelling signs

Take advantage of the point of decision - that moment when your customers are in your store considering your products - through rich, compelling shelf signs. With 82 percent of consumers making buying decisions after entering the store, we'll help you effectively communicate with your shoppers and turn browsers into buyers with rich, compelling signs featuring item attributes and localised content.



## Reduce costs and boost efficiency

This enterprise solution streamlines every step of the signing process. Stores can print everything they need and nothing they don't, in colour and localised for price and merchandise assortment using planogramme data to optimise sort order. This eliminates waste by allowing employees to print only the signs their store needs, and reduces the labour it takes to hang and change signs.

*"You know you're doing something right when competitors come in to look at your signs."*

**Pricing manager**  
North American Grocer

### Improve store operations with flexible deployment



With cloud, on-premise and custom integrated solution options, retailers have more choices for tailored solutions. On-premise installations allow traditional IT departments to integrate the publishing solution with any core business system. When choosing to print signage in the store, all applications and data stay in control of the retailer environment.

The cloud deployment option provides on-demand sign and label printing to stores through a Web browser. All aspects of infrastructure, application support and maintenance are handled by Lexmark experts. For retailers, this means fast, easy implementation with minimal employee training, less burden on IT resources and accelerated deployments.



For custom integrations, Lexmark's publishing software development kit allows retailers to integrate and leverage proven template design and publishing functionality with custom applications for a streamlined workflow.

### Print anywhere and publish everywhere

Go beyond print and publish your message on digital signs, electronic shelf labels and other customer-facing displays including mobile devices, POS, scales and price checkers. Using the latest technology, retailers can manage the blended retail environment of print and displays from a single solution.



Content is updated in real time allowing retailers to respond immediately to local promotional and pricing opportunities generating immediate ROI. There's no physical waste and the accuracy is unbeatable. In addition, both printed and digital signs maintain the same look and feel across the enterprise to reinforce your brand.

### Get content from anywhere

With the Lexmark Print and Digital Signage solution, your signs and labels can display content from virtually any system. The solution makes it easy to include price and merchandising information from your retail item master and product information such as features, ingredients and nutritional value. Use localised store content to determine sign size or price reductions, and even provide enhanced content such as recommendations and ratings from your website.

For a more streamlined workflow, Lexmark's publishing Software Development Kit enables retailers to integrate and leverage proven template design and publishing functionality with custom applications.