

# X-Otica



## The Ultimate 'Destination Shopping' Experience

**X-Otica: where store innovation and retail imagination converge.**

### Store Exterior

With magic akin to Times Square, captivating video content on large digital display screens with QR codes beckon consumers, drives store traffic, creates word-of-mouth "Buzz".



### Once Inside

X-Otica's store-wide 'Smart TV' digital media network with display screens deliver content for its customers and about:

- Brands and Products,
- People Who Make Them, and
- Lifestyles & Interests of People Who Buy Them.



### X-Otica's 'Smart TV' Network

**Builds Consumer Awareness**  
With high-impact, full-motion imagery and CD quality sound, reaches audience better than non-traditional out-of-home or in-store media.



### Strengthens Brands and Yields Stronger Ad Recall

Combining brand imagery with promotional content creates a lasting impression with targeted audience.

### Motivates and Creates Greater Purchase Interest

Flexible content scheduling by day part and screen location targets audiences with relevant and timely messages.

### Engages the Consumer

Localized on-screen messaging - tailored to store or department specific audience - retailers solicit real-time response and enable permission based mobile marketing/commerce.



### In-Store 'Advertainment'

Smart TV: short video contests about people, places and things.

### X-Otica's Mission

Build leading 'Destination Shopping' brand with a social conscience by:

- Optimizing customer's retail experience
- Connecting/keeping pace with consumer tastes
- Reacting quickly to competitive events
- Leveraging technology and marketing experience to customer's advantage
- Deliver optimum quality, value and convenience
- Maximizing revenue and profit per square foot



### Convenience W/O Cashier

Consumers with smartphones can real-time reply to X-Otica's Smart TV marketing, promotion, and 'Advertainment' messages. They can even phone select, pay for and have purchases home delivered next day.



### Purchase by Touch

Finger or palm image scans link customer to payment via image scanning on tablet computers near point of sale—completely eliminating the need to carry credit cards, checks, or cash.

