

# SAMSUNG Nexshop™

## INNOVATIVE IN-STORE EXPERIENCES



Making the in-store environment an experiential destination is the way that today's brick-and-mortar retailers are building brand affinity with customers and thriving, despite online shopping trends. As the global leader in complete solutions for retail environments that integrate audio, video, lighting and control, including networked AV, HARMAN Professional understands this. Now, as the preferred U.S. distributor for Samsung SDS Nexshop analytics and contextual marketing platform, we're providing even more exciting solutions by empowering retailers with actionable data insights about their customers, dynamic targeted in-store advertising and more to create memorable and engaging experiences in the physical store.

### Samsung Nexshop Key Features

#### Dynamic Display Advertising

Trigger contextually targeted advertising and supporting content based on customer demographics, weather and more to maximize relevancy and engagement

#### Actionable Data Insights

Access deep customer insights based on real time data to help create the best possible customer experience, define staffing needs, visualize customer demand and flow, and drive better business decisions

#### Streamline Promo Deployment

Easily install and harness a powerful and flexible cloud-based CMS to rapidly distribute contextually relevant content to multiple store locations

#### Empower Sales Discussions

Give your sales people the ability to better control and enrich in-store conversations with tablet syncing to large format in-store displays from a library of exciting or informative digital content

### The HARMAN Advantage

#### Complete Retail Solutions

HARMAN Professional offers complete retail solutions with audio, video, lighting and control products from AKG, AMX, BSS, Crown, dbx, JBL Professional, Martin Professional, Samsung and other brands.

#### World Class Integrators = Pain-free Installation

HARMAN's network of integration partners will have your Nexshop installation running in days, not weeks

#### Next-level In-Store Experiences

Through tight collaboration with Samsung SDS, we can provide truly unique integrations that combine Nexshop with HARMAN Professional AVLC products to trigger in-store lighting scenes or background audio based on customer demographics or flow

### Contact Us

Samsung Nexshop is part of the complete solutions for retail destinations offered by HARMAN Professional Solutions. To learn more or request a demo visit: [pro.harman.com/Samsung-Nexshop](http://pro.harman.com/Samsung-Nexshop)