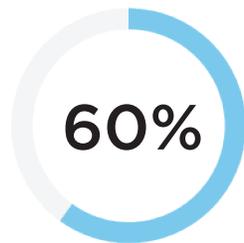


Improving the In-store Experience

Accelerate Digital Signage, Tablets and Other In-Store Digital Media



Retailers

60% of today's retailers have taken steps toward initiating an in-store tablet deployment.

Today, nearly 60% of retailers have taken steps toward initiating an in-store tablet or other digital media platform deployment. Tablets have the ability to transform the retail experience, but only when the execution is flawless.

The leading obstacle retailers face is poor network connectivity, an unreliable Wi-Fi connection that can't keep up with demand. This issue can negate any customer experience benefits the retailer had hoped to gain from using tablets.

In-store technology is ineffective without a proper infrastructure in place. SuperLumin's Content Acceleration Engines and Retail Cache technologies are the answer.

A Retail Cache is pre-populated with frequently used and visited content accessed by consumers and associates, providing performance without hesitation. Powered by local, in-store wireless network speed, retailers can deliver the most bandwidth-intensive content to hundreds of customer simultaneously. Implementing an in-store caching solution, retailers can satisfy the needs of customers without upgrading their entire network infrastructure. Caching is far more economical than continuously purchasing bandwidth. The overall cost of caching is equal to or less than the cost of increased bandwidth purchases over a six-month period. The simple cost effective solution for enhanced network performance is SuperLumin's NitroCast 3.0. NitroCast optimizes network performance, reduces bandwidth consumption while minimizing infrastructure build out costs. Here's how.



Utilizing the Retail Cache, content response time on the tablet is minimized to a mere 1-3 seconds, compared to an average 30-90 seconds of buffering customers encounter.

Alleviating network consumption and enhancing the associate and customer experience, SuperLumin's Content Acceleration allows retailers to deliver rich, engaging content at a much faster speed.



1-3 Seconds

Content response time is minimized to 1-3 seconds, compared to the initial 30-90 seconds.

Benefits of Content Acceleration

- Fast Response Time
- Improved Quality of Experience
- Reduced Bandwidth Consumption
- Active Caching
- Content Distribution
- Bandwidth Management
- Content Filtering
- Accelerate Secure and Non-Secure Sites
- Advanced Video Acceleration (Netflix, YouTube, HTML5, Silverlight)