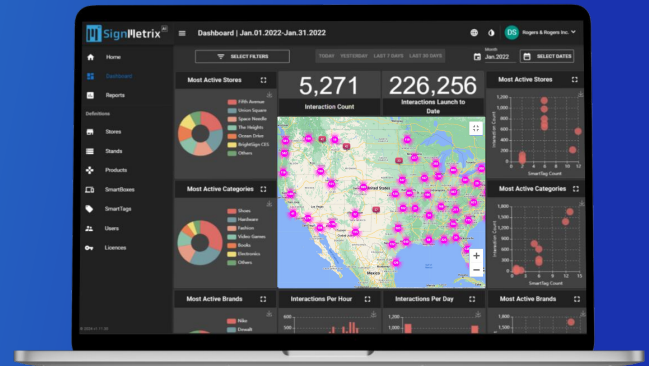


We believe every business deserves a simple way to create interactive digital signage experiences and analyze in-store impressions.

TCL Displays now with audience measurement capability!



The Problem

While digital signage enhances in-store experiences, adding interactivity and engagement has remained challenging due to technical and physical limitations. It often involves privacy issues, complex cabling, and fixture modifications. Measuring foot traffic, dwell time, and ROI in a simple and cost-effective way has been nearly impossible.

The Solution

Download the SignMetrix app to your TCL Display and instantly activate audience engagement features. Track foot traffic, dwell time, and in-store interactions. It's a simple, scalable, and affordable way to unlock real-time Retail Media Networks analytics and maximize the impact of your signage.

Key Features



Easy onboarding



No extra hardware needed



See insights on the dashboard



Play content on interaction



Player-based subscription



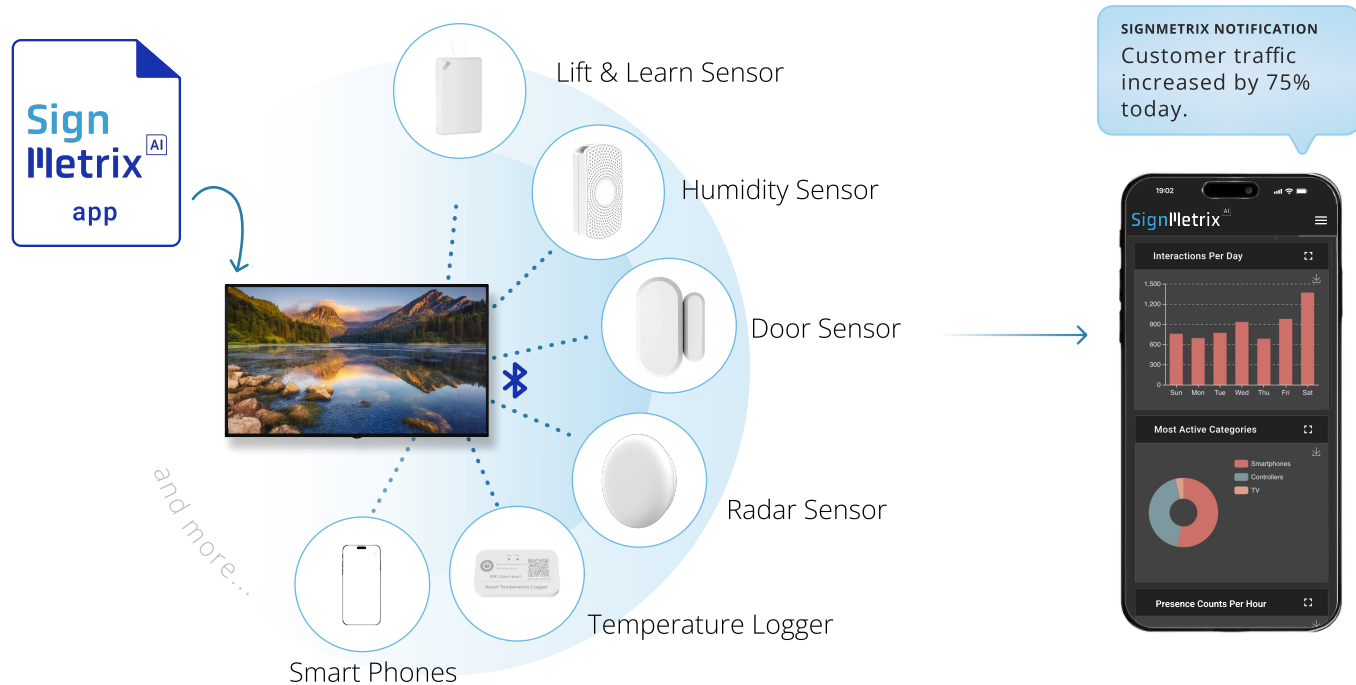
Compatible with CMSs



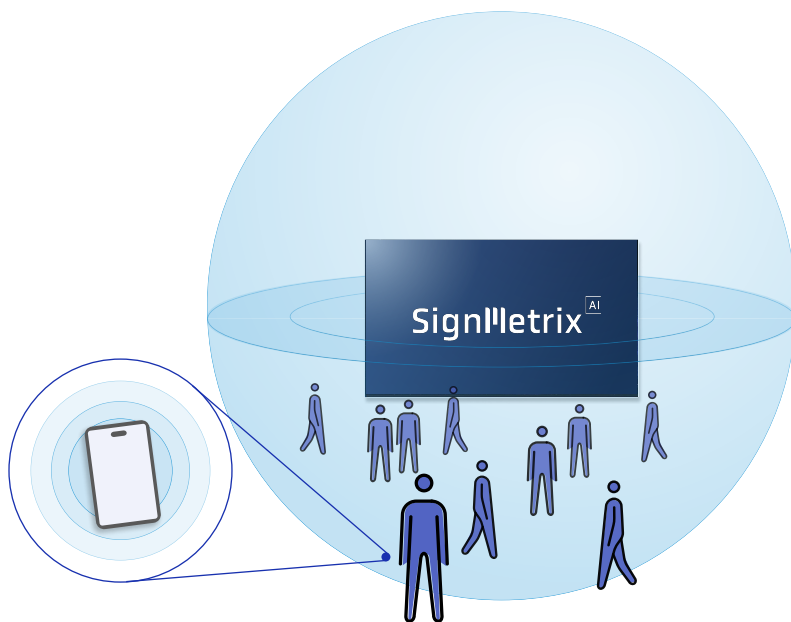
1 to 1000s of players

TCL Displays are revolutionizing in-store advertising and communication. With SignMetrix software, you can take your signage solutions to the next level by transforming them into powerful tools for data-driven decision-making.

① You can enhance functionality by adding SignMetrix Sensors to the TCL ecosystem



② SignMetrix creates a 20,000 sq ft zone around TCL Displays to measure foot traffic and dwell times and customer journeys.



Maximize the impact of your TCL displays with SignMetrix.

[Try Now](#)