Sign Metrix [AI]

PNW

C30000107131
patent pending

SMARTTAG

SMARTTAG
MEASURE. ENGAGE. CONVERT.

This compact, wireless sensor transforms ordinary products into interactive engagement points. SmartTag uses advanced motion detection to **trigger targeted content** the moment a shopper picks up or interacts with a product — capturing attention, increasing dwell time, and driving immediate conversions.

Seamlessly connected to the SignMetrix dashboard, SmartTag provides **real-time insights** into product-level engagement— helping you measure what resonates, optimize campaigns, and prove ROI.

With hassle-free installation and scalability across thousands of locations, SmartTag makes every product touchpoint **both measurable and monetizable**.

With SmartTag, you don't just display content—**you deliver personalized experiences that convert**.

BrightSign **MOKA** **Giada** **videri**

SignMetrix^{AI}

What does SmartTag measure?

CUSTOMER ENGAGEMENT
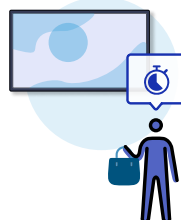Tracks how often shoppers interact with your products, revealing real interest at the shelf.

TRIGGER CONTENT
Activates targeted product info, promotions, or deals the moment a shopper engages.

CONVERSION RATES
Measures how interactions lead to actual sales, helping prove ROI instantly.

DWELL TIME
Monitors how long shoppers engage with each product to identify what captures attention.

Smarter Engagement Analytics

MEASURE WHAT WORKS — STORE BY STORE

Gain a full view of how products perform across different stores and locations. SmartTag enables **store-by-store performance comparisons** and **A/B testing** to evaluate which content, placement, or product strategy drives the most engagement and conversions.

Compatible with Your Ecosystem

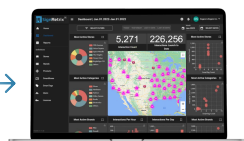UDP messages

API integration

BUILT FOR YOUR EXISTING CMS AND BUSINESS INTELLIGENCE SYSTEMS

SmartTag fits seamlessly into your existing ecosystem. Use **API integration** to connect SignMetrix data streams with your BI tools, or simply export analytics to an Excel file through the SignMetrix dashboard.

The system sends **UDP messages** to trigger targeted content through your existing **CMS**, which work on your existing **media players** and **SoC displays**—no additional hardware required.

Easy to Install, Built to Scale

x8

NO CABLES. NO ANTENNAS. NO LIMITS.

SmartTag's **fully wireless** design eliminates the need for cables or shelf antennas. Cover **up to 20,000 sq ft per location**, and easily **deploy hundreds of SmartTags simultaneously**. The result: seamless installation, no infrastructure headaches, and effortless scalability across large retail environments.

Compact Design

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3.7 cm

H
0.5 cm

2.4 cm

Minimal, non-distracting design.

Why SmartTag?

Detect under-performing products remotely

No cables, completely wireless setup

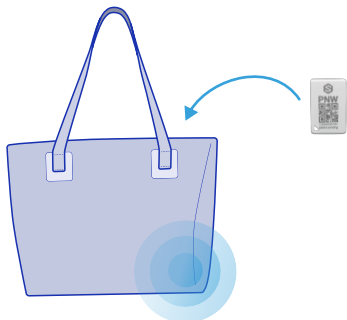Start using with your existing fixtures in minutes

Position freely, no limitation placement

Use 100s of SmartTags in the same store

Simple to set up & use

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1. **Attach** or **insert** the sensor to a display product.
2. **Connect** to the SignMetrix dashboard.
3. **Monitor** and **analyze** interaction analytics in real-time.