

Δ R K E S S Δ

SKRATCH

PUMA

Partner: SkratchAV

Sector: Retail, Digital Signage

Solution: Connected digital branding for PUMA



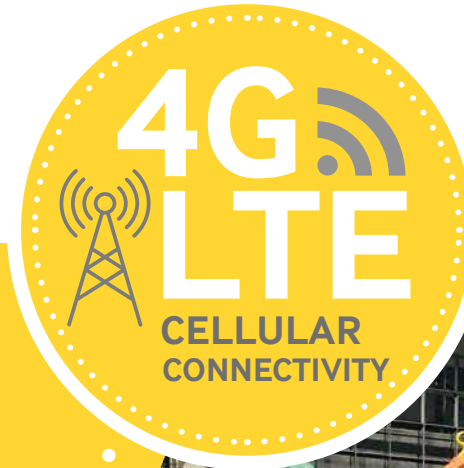
# Bringing retail to life with freedom and flexibility

**Digital solution integrator SkratchAV were engaged by sports giant and global brand Puma to provide a new solution that would enable digital branding of merchandising areas within JD Sports stores.**

The solution had to be simple to re-locate due to store re-formatting but also fit within the standard shelving framework.

Puma are continuously looking for new and innovative methods of delivering their high impact digital content.

Skratch delivered this concept without losing any impact to digital output and content quality, enabling Puma and JD Sports to provide an optimised customer experience.



## A connected digital signage solution

Skratch's unique square screen format can be easily detached from store furniture and re-located during merchandising changes, providing flexibility and maximising commercial advertising potential.

Arkessa provides 4G LTE cellular connectivity, allowing greater freedom of location in store. Choosing cellular over a fixed line connection reduces the reliance on fixed data connection points, and provides a secure, reliable service whilst keeping costs down and up-time consistent.

Connected digital signage solutions can include video walls, interactive kiosks, POS displays, digital posters and wayfinding signage, and cellular connectivity enables remote content management and data analytics capability to measure impact and coverage.

Arkessa global 4G connectivity services enable Skratch to deliver digital signage solutions into any location – indoor or outdoor – independent of local network or infrastructure constraints.

Innovation and customisation are key to retailers driving to provide optimised levels of customer experience in their bricks-and-mortar stores.

To find out more visit: [www.arkessa.com/digital-signage](http://www.arkessa.com/digital-signage)

