

The Active Consumer

The Value Of Information

(NAPSA)—Consumer statistics show 70 to 75 percent of purchasing decisions are made after a person enters a store. That means many of the purchases people make could be relatively uninformed ones—a bad habit to buy into, say marketing analysts.

Research indicates the more people know about specific products, the more likely they are to make “smart” buying decisions.

A number of consumers have used a new type of technology to do just that. A device called SignStorey is a digital communications screen found in stores across the country. The screen is connected directly to the Internet and provides shoppers with information on brands and products.

Consumers can simply wave an item’s UPC code in front of the screen to access information.

For example, if someone is looking for a type of wine to serve with dinner, he or she can select a bottle, pass it by the scanner and instantly access reviews, ratings, food and drink suggestions, an in-depth description of the wine or information about the brand and vineyard.

The screen also features a non-repeating audio loop that offers bits of product information, and it



New Internet-based technology is used in stores to help consumers learn about products before they buy.

continuously highlights different products.

“The screen offers people the opportunity to learn more about a particular product before they buy it,” says George Prince, president of SignStorey Inc.

Consumers, however, aren’t the only ones who’ve benefited from the extra information. Some vineyards that advertise on SignStorey reported a lift in sales of products linked with the screen by as much as 250 percent.

For more information, visit www.signstorey.com.