

Maximize the Shopping Experience with Interactive Transparent Displays

The Primasee transparent display solution, designed for grocery and convenience stores, offers a compelling and unique way to connect with shoppers directly at the point of sale. Primasee's interactive touch screen glass can be used in a variety of cooler, freezer and stand-alone glass door applications, driving impulse purchases and brand awareness.

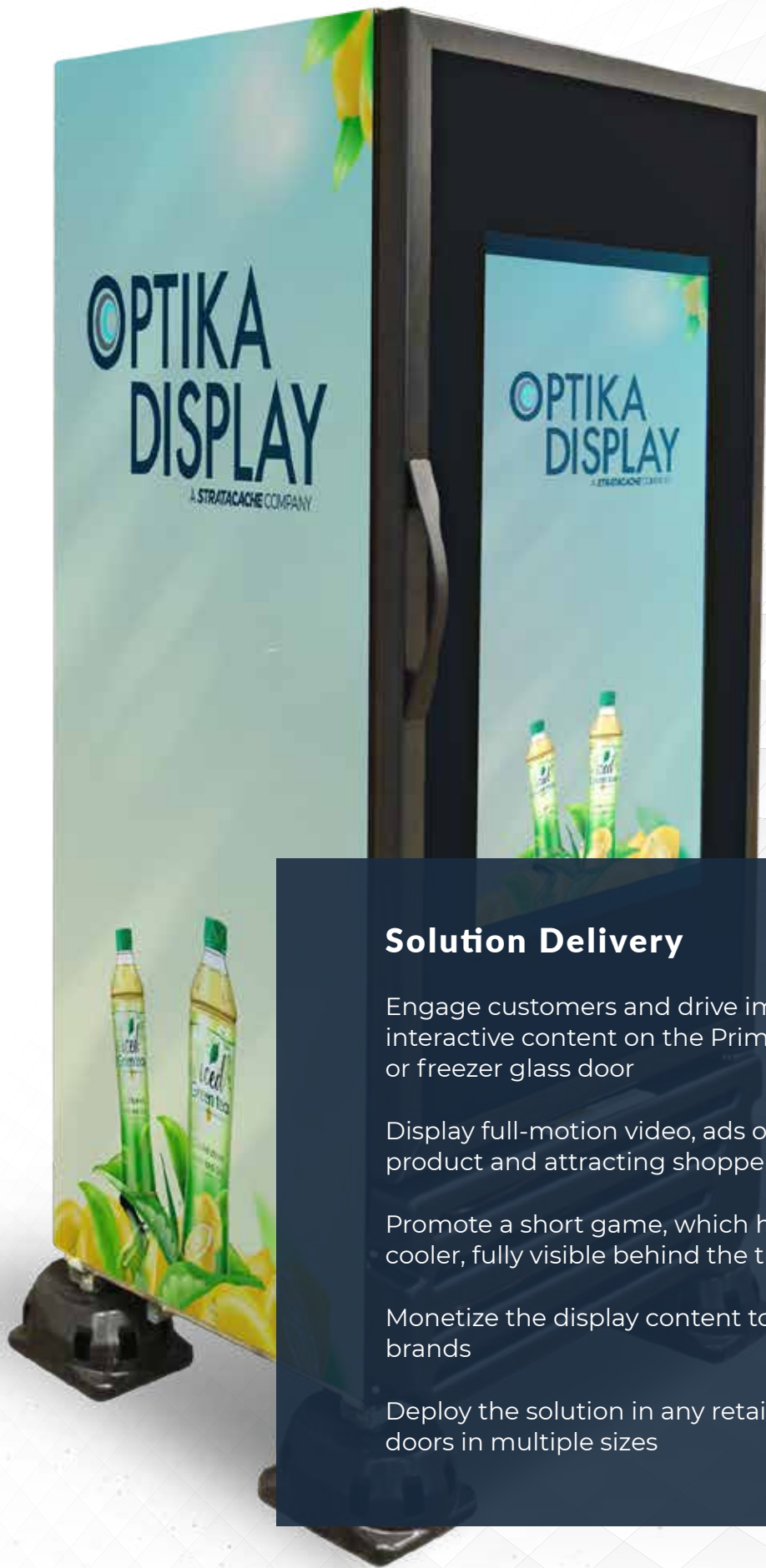
How it works

Display full-motion video of a featured product on cold vault doors, attracting shoppers to the cooler containing the featured product, which is fully visible behind the transparent glass. Additionally, the content can be monetized to generate ad revenue from partner brands. Primasee coolers and freezers come in multiple sizes for flexibility in deployment in various retail store footprints.

Primasee also generates real-time analytics as shoppers interact and engage with the solution.

Retailers are then able to use those customer insights to create relevant content that optimizes the user experience and delivers personalized digital content.





Solution Delivery

Engage customers and drive impulse purchases by displaying interactive content on the Primasee translucent touchscreen cooler or freezer glass door

Display full-motion video, ads or games, promoting the featured product and attracting shoppers to interact with the cooler

Promote a short game, which highlights the specific items within the cooler, fully visible behind the transparent glass

Monetize the display content to generate ad revenue from partner brands

Deploy the solution in any retail store footprint with interactive glass doors in multiple sizes