



invidis happy hour #2

invidis X world

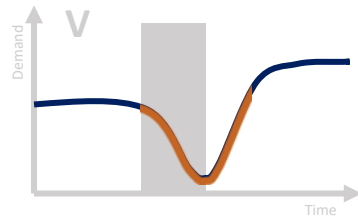
01 April 2020

- **Macro-Economic Recovery Scenarios 2020/21**
- **Short-term Digital Signage Opportunities**

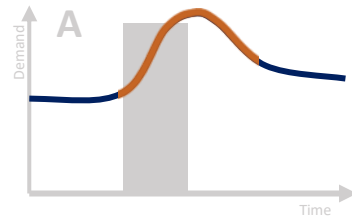
impact of COVID19 - scenarios & actions

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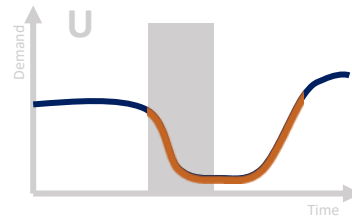
Types |



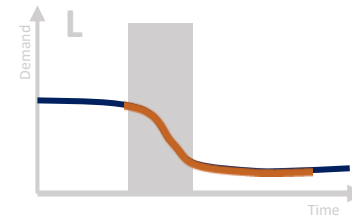
Rapid recovery after the crisis to normal level or even beyond



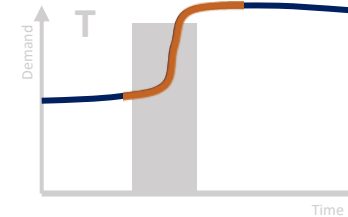
High demand after the crisis but not at peak level



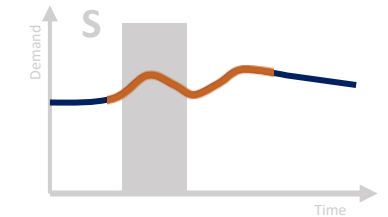
Slower recovery after the crisis to normal level



Slow recovery after crisis, changed customer habits



Demand remains at a high level in the medium and long term



COVID-19 does not fundamentally change the business model

DS Actions |

Offer solutions that help to reduce costs, leverage existing systems

Offer turn-key services that can be implemented quickly

Offer solutions that help to reduce costs, trigger discussions on mid-term solutions to win back customers

Trigger strategic discussions on the value of DS for changed business models

Emphasize scalability of DS solutions, fast implementation and speed to market are key

Keep working on digital transformation

Examples |

- Restaurants
- DIY
- Banking

- Food
- Home, Beauty
- Corp. Comms

- Fashion & Lifestyle
- Electronics / Telco
- Automotive

- Airlines & Travel
- Hospitality

- Education
- Healthcare

- Services



short-term opportunities

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- Not many businesses are currently operating with direct customer contact
- Limited footfall still in pedestrian areas and other public spaces, shopping windows remain an attractive space
- **Solutions closed stores**
 - Leveraging existing systems – moving existing DS systems to the shop front / entrance
 - Extended Shelf / Touchscreens in shop windows (online shop) not recommendable
- **Solutions open businesses**
 - Digital A-Frames / totems for supermarket entrances (preferable full-service incl. content on rental basis)
 - Analytics / counter at entrance to manage crowds / inform customers about quieter times (simple, pragmatic solutions)



Gesamten Shop durchsuchen ...

Suche



Werden Sie Partner

Anmelden

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[Einloggen](#) um Preise und Verfügbarkeit zu sehen. Noch keinen Account? Melden Sie sich [hier](#) an.

Werbung > **Straßenschilder und Zubehör**

Straßenschilder und Zubehör

Sortieren nach

Option wählen ...



Großes Straßenschild (Kreidetafel)

Sorgen Sie dafür, dass Sie auffallen.



Straßenschild (Kreidetafel)

Sorgen Sie dafür, dass Sie auffallen



Tischtafel (Kreidetafel)

Was steht auf der Speisekarte?



Wandtafel (Kreidetafel)

Material: Kreidetafel aus Holz



Korsukewitz
Kommunikation | Grafikdesign



Doppeltafel 68x120cm Kiefer schwarz

Holz



restaurants | delivery services

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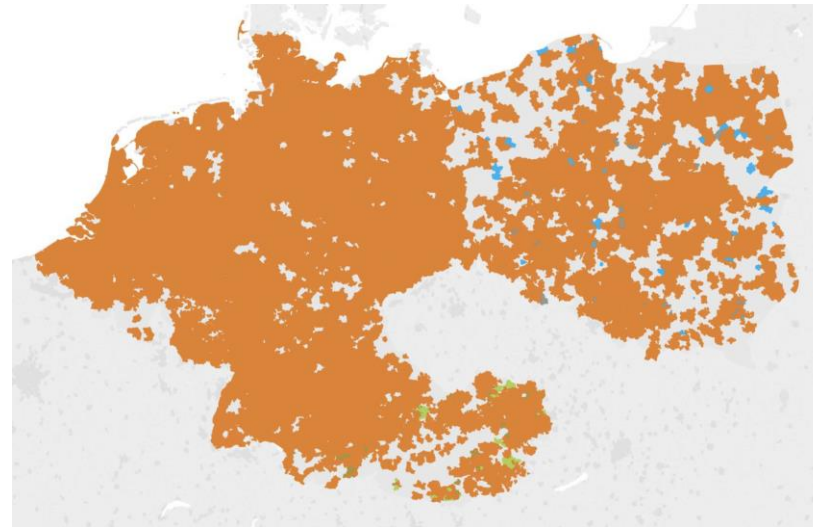


Takeaway.com

Takeaway.com (e.g. Lieferando.de)

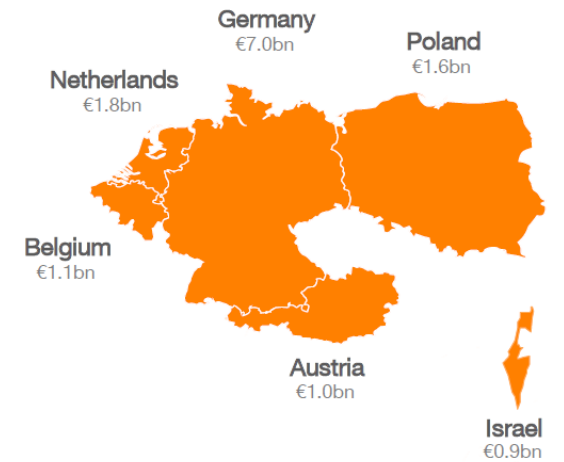
- 53k restaurants
- 159m orders
- 3k orders per restaurant
- 2019: 1.5bn EUR revenue (GMV)

Restaurants manage content via
Takeaway.com / API for digital signage



Takeaway.com market penetration January 2020

Total food delivery in Leading Markets^{1,2}





**digital
signage
summit
europe**

01-02 JULY 2020
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