



# The Future of Sustainable Digital Signage

## Giant Smartphones

Jon Hanlon  
London Build Expo 2019



Jon Hanlon

Head of Global Sales, Giant iTab



View my  
**LinkedIn®**  
Profile

Giant  
**iTab®**

5+ years sales experience at a senior level in Events and Technology.

Responsible for growing and managing Global Partner Network.

Handles key accounts including Facebook, Google and Amazon

# Who We Are

We are a UK based Technology company specialising in Attracting Customer Attention through our innovative solutions.

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Our Giant iTab hardware and software solutions are available to rent and to buy anywhere in the world for corporate, hotels, retail, banking, healthcare, gaming events, exhibitions and conferences.



# Digital Signage Market

The market is predicted to be worth \$27.3 billion by 2020.

NewsWire

4K Displays

Video Walls

Interactive Signage

Digital OOO &  
Marketing



## Neurologist caught sedating patient

n. Sitting in his surgical gown  
large medical suite, a Vienna,  
man prepared for his  
copy by...

## Over 2700 migrants rescued in Mediterranean, says Italy coast guard

9:36 a.m. Ships patrolling the  
Mediterranean plucked more than 2700  
migrants from overcrowded and unsafe  
boats on Monday and...

Charleston shooting  
'an act of racist  
terrorism' - Hillary...

Broken man's  
frenzied horse ride  
as he hears of his...

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# Integrating Successful Signage Pain Points

Clear  
Objectiv  
e

Location

Interface  
& OS

Human  
Assistance

Implementation

Content  
Updates

Multiple Content  
Restrictions

# Digital Transformation Made Easy



“Using Giant iTab’s as extra-large Smartphones for demonstrations in-store are a great help for customers and employees to become more acquainted and comfortable with the ABN AMRO mobile, online and digital banking possibilities available.

Our customers now feel confident to take care of their banking needs whenever and wherever they wish.”

Jeannette Blanker

Business Consultant Digitisation, ABN AMRO Retail

Giant iTabs have now been installed in 20+ ABN AMRO banks across Holland.

**Clear Objective:** Make Customers Adopt Mobile App.

**Location:** Main reception.

**Interface and OS :** Android OS.

**Human Assistance:** Staff to use as a training tool.

**Content Updates:** Automatic App Updates.

**Implementation:** 20 stores with plug and play devices.

**Future usages:** Trade shows, internal events, future app launches

**Results:** Within 18 months two thirds of ABN Amro customers converted to the online application





A photograph showing a person's hands typing on a black keyboard. In the background, a smartphone is mounted on a silver stand, displaying a Windows operating system interface. The scene is set on a white desk with a computer mouse visible to the left.

# Consumer Trends

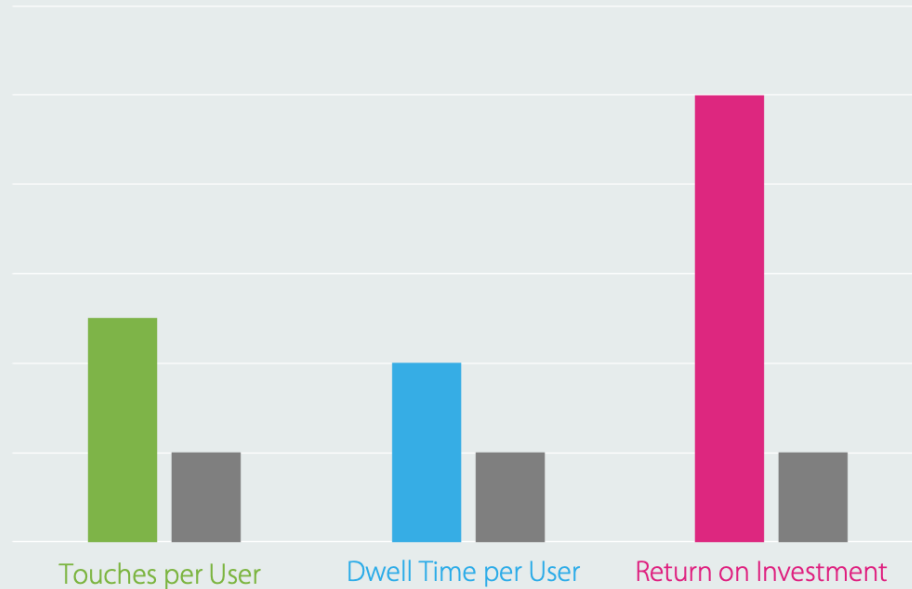
Smartphone users to rise to 3.5 billion in 2020.

Number of **desktop users** have fallen since 2016 whilst **Smartphone users** have been consistently rising. This trend is expected to continue in 2020.

The average Smartphone user will use their phone for 3+ hours per day in 2020.



Attract • Engage • Inform



2.5x

Touches per  
User

2x

Dwell Time  
per User

5x

Return on  
Investment

## How do we solve the problem?

### Giant Smartphones

- Vastly superior vs normal digital signage.
- Magnify the mobile platform that dominates today's business culture.

- Fun Friendly Familiar





# 2020 Key Digital Trends



Analytics



Digital Privacy



5G and WIFI 6



Internet of Things and  
Intelligent Connectivity



User and Customer  
Experience



Interactivity



Attract • Engage • Inform



69%

of **Consumers** say a disconnected customer experience make them consider changing provider.

71%

of IT **decision makers** report customer experience is a top goal of their digital transformation initiatives.

93%

of **Business leaders** say delivering a relevant and reliable customer experience will be critical to their company's overall performance 2 years from now.

MuleSoft, Harvard Business Review

## Consumer Experience: The Core of Digital Transformation

# Technology that draws customers to you!

**MWC19™**  
Barcelona

250,000 touches from  
109,500 attendees over the  
space of 4 days.

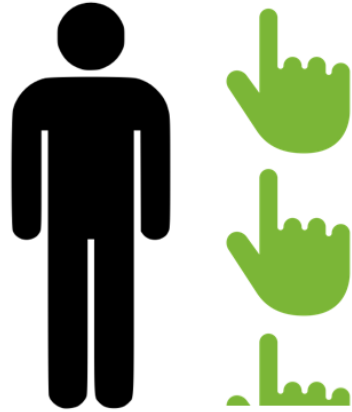
The familiarity of a Giant  
Smartphone:

- Attracts a wider audience.
- Ensure more intense engagement.
- Provides a deeper understanding.

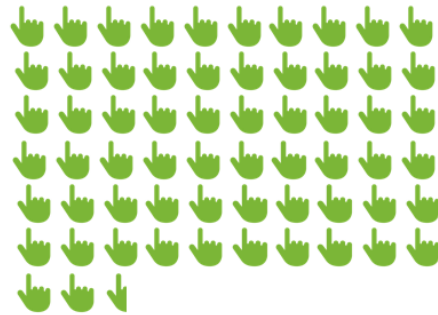
Attract

Engage

Inform



2.3 Touches per attendee  
on average



62,500 Touches per day



Attract • Engage • Inform





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