

TAKE IN-STORE MERCHANDISING TO THE NEXT LEVEL WITH IN-STORE TIMESHARING.

What is In-Store Timesharing?

Monetize Your Real Estate– In-Store Timesharing (IST) is a unique way for you, the retailer, to monetize your real estate and offer brands the use of Protean for a week at a time.

Exclusive Weekly Intervals– IST works similarly to a real estate timeshare concept. Departments are assigned 24/7 time slots or intervals on Protean displays. Each of these time slots can, in turn, be “purchased” by a brand for its exclusive use. Each display unit is assigned 52 weekly intervals per year. The cost of IST is shared among all participating brands. In-Store Timesharing can be categorized as individual brands buying the EXCLUSIVE RIGHT TO USE a digital display for a predefined number of weeks per year without actually owning an interest in the technology or services.

No Up-Front Costs– With IST, there are no labor costs for installation. Ownership of the Protean technology and related services is maintained by its developer, ACD. The retailer controls the use of IST by scheduling the participating brand and determining the co-op fee for each time slot. ACD takes no percentage of the co-op revenue. ACD receives only a flat fee per display unit for content management/distribution, maintenance and other related services over the term of the agreement.

Flexible Growth Options– With no up front costs, IST allows retailers the flexibility of adding more Protean Display units as-needed. Start with a few units per store and add units as the demand increases. You pay only the nominal, weekly flat fee for each unit deployed.

Advantages:

- Industry’s lowest cost solution for brand-exclusive use of in-store digital displays
- Totally unrestricted movability
- Transform existing plan-o-grams & co-op programs into higher revenue opportunities
- Reach merchandising objectives by engaging and motivating shoppers with high-impact, rich multimedia messages at P-O-P
- Offer user-interactive channel of communication to facilitate implementation of shopper marketing initiatives and fulfillment of promotional events (coupon dispensing, loyalty programs, cross-promotions, etc.)
- Compliant with sustainability (“green”) initiatives (Power consumption of 15” display equivalent to a 12 watt light bulb)

Don’t just take our word for it.

Call us today for more information or to set up a free demonstration.

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**Protean + In-Store Timesharing...
It simply makes good sense (and dollars)!**

