



WHY LSI?

Accelerate the Power of Digital

ENHANCING THE GROCERY EXPERIENCE



We are LSI



1500+ Employees

Providing design, engineering and fabrication **solutions for 48 years**

One of the largest national manufacturers of LED lights, poles, controls

Multiple facilities across USA – digital solutions, lights, displays, graphics, content creation & management, menu boards, drive-thru solutions, program management & installation

THIS SETS APART

1

Lead with Innovation

2

Comprehensive Project Management

3

Unique Digital Content Creation



Our Approach

Develop integrated solutions generated from customer engagements

Focus on very specific targeted markets

Build strong relationships with both the channel and end-user

Achieve a successful track record of operational and financial execution

A photograph of a 'KITCHEN Flatbreads' restaurant interior. The word 'KITCHEN' is written in large, white, 3D block letters on the wall. Below it, a sign reads 'Artisan FLATBREADS'. In the foreground, there is a display case filled with various flatbread pizzas. To the right, there are shelves with packaged food items, including rotisserie chicken. A menu board is visible in the background.

KITCHEN
Artisan
FLATBREADS



Our Portfolio

DIGITAL

Continually evolving product and service offerings

Extensive experience with chainwide rollouts

Latest technologies

Complete turn-key solution, including 24/7 support

Established, solid relationships with suppliers





Our Portfolio

IMPLEMENTATION

Comprehensive project management services

Focus on retail, grocery, QSR, and automotive

Specialize in complex, multi-site projects

Surveying, permitting, and brand book creation

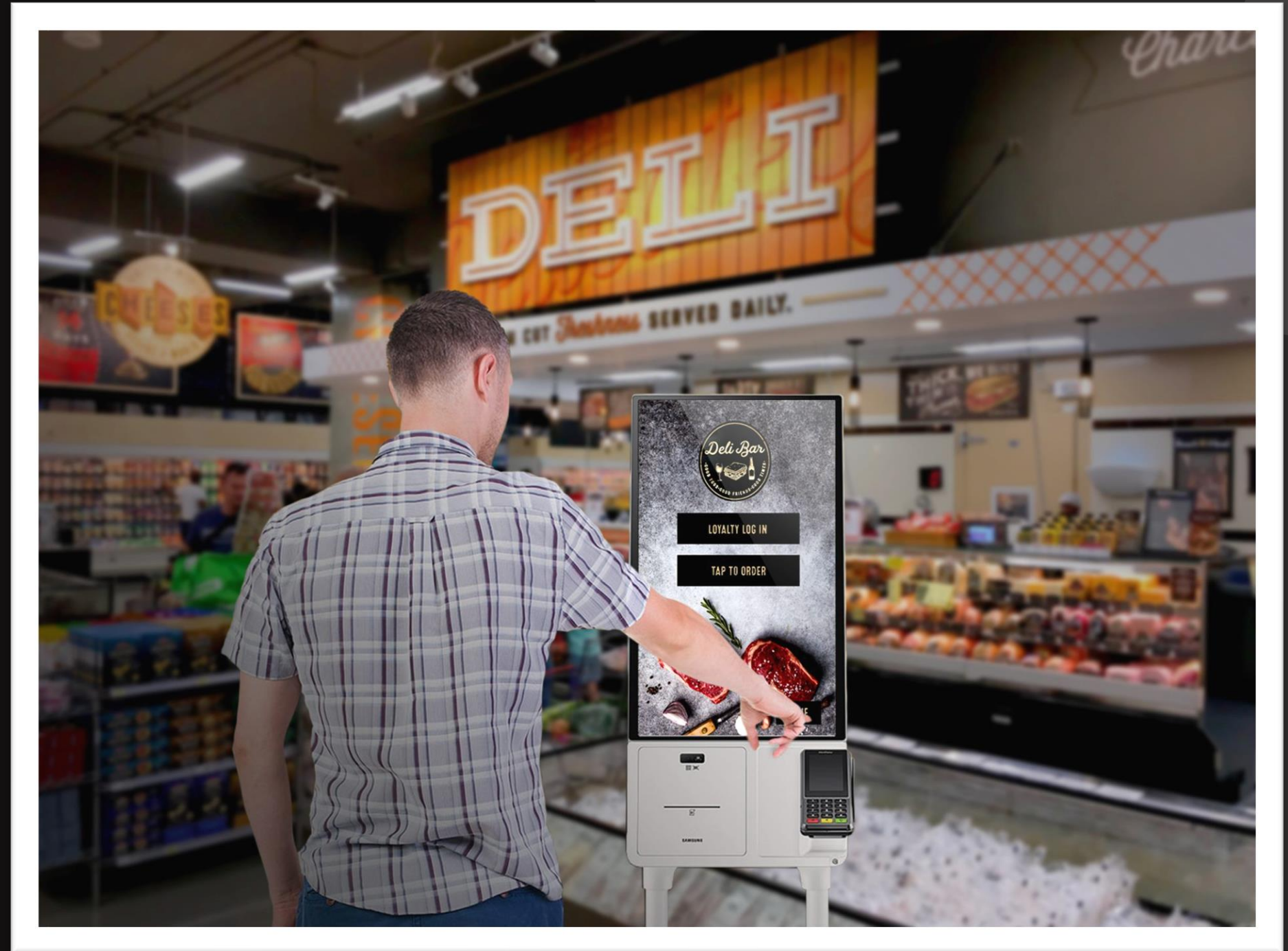
Our product or someone else



DIGITAL KIOSK ORDERING

- DIGITAL IS**
- **Interactive**
 - **Touchable**
 - **Informative**

**Self order kiosks
Increase sales**



DIGITAL LANE SIGNAGE

**8 out of 10 viewers made
an unplanned purchase of
food promoted digitally
in a bakery setting**



DIGITAL LANE ID

**Digital signage
increases the
average purchase
amount by 29.5%**



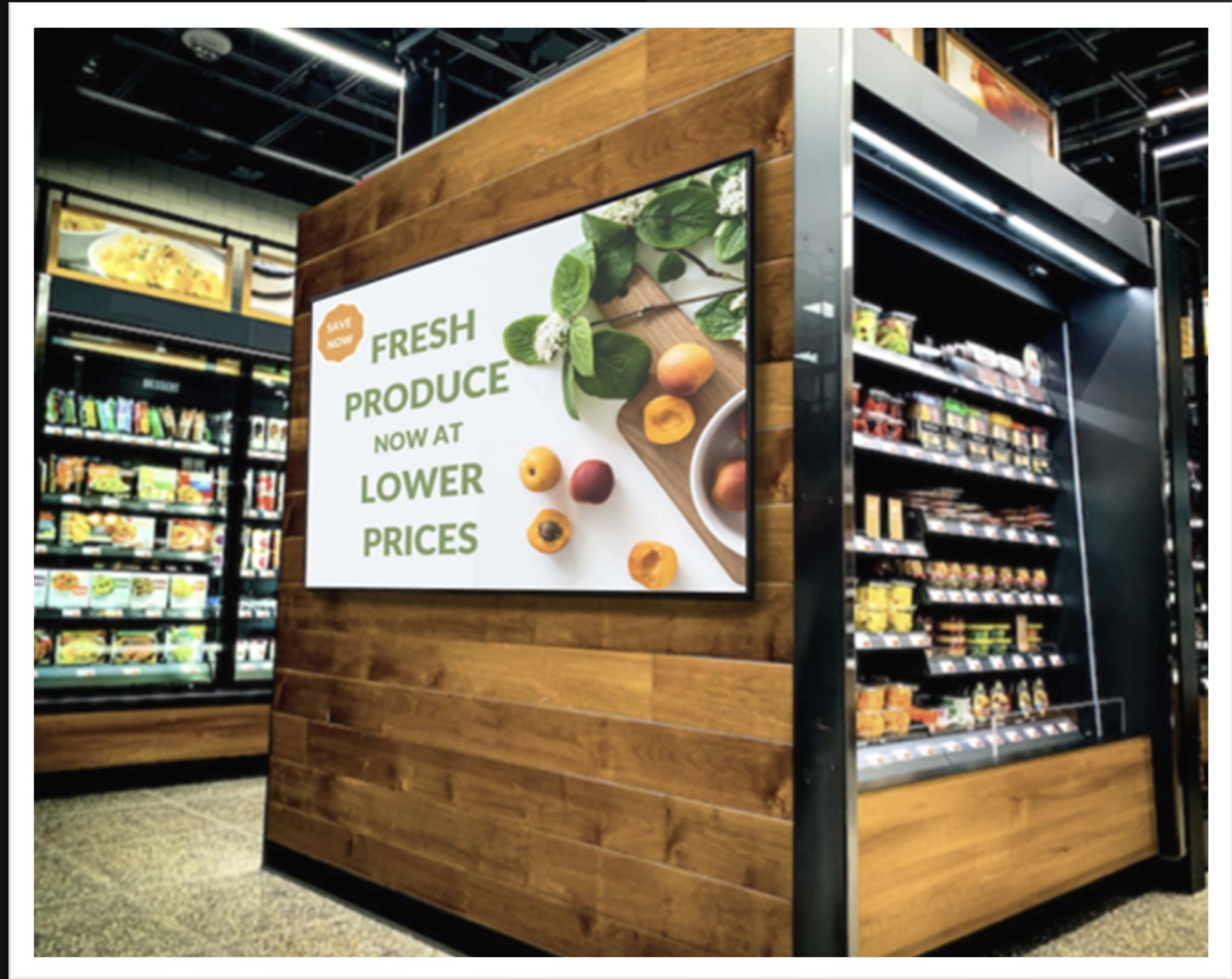
DIGITAL ENDCAPS

Digital signage has a
47.7% effectiveness
on brand awareness



DIGITAL SIGNAGE

Digital reduces
printing costs
and waste



DIGITAL SIGNAGE

**Digital displays
capture 400%
more views
than static displays**



Freezer Top Display

DIGITAL WEEKLY CIRCULAR

Digital elevates
quality perceptions

80% of customers
choose to enter stores
after seeing
digital signage



DIGITAL SIGNAGE

Digital delivers
fresh content

Digital displays
capture **400%**
more views
than static displays



DIGITAL SIGNAGE

**Integrate digital into
displays**

**Digital displays
boost customer
satisfaction by 46%**



DIGITAL ADVERTISING EV CHARGER

**Digital signage has a
recall rate
of 83%**



DIGITAL ADVERTISING ORDER PICK-UP

**94% of retailers use
digital displays
to improve the
store experience**



DIGITAL COMMUNICATION ALERTS



**Digital signage is
easy to manage**





DIGITAL **Differentiators**

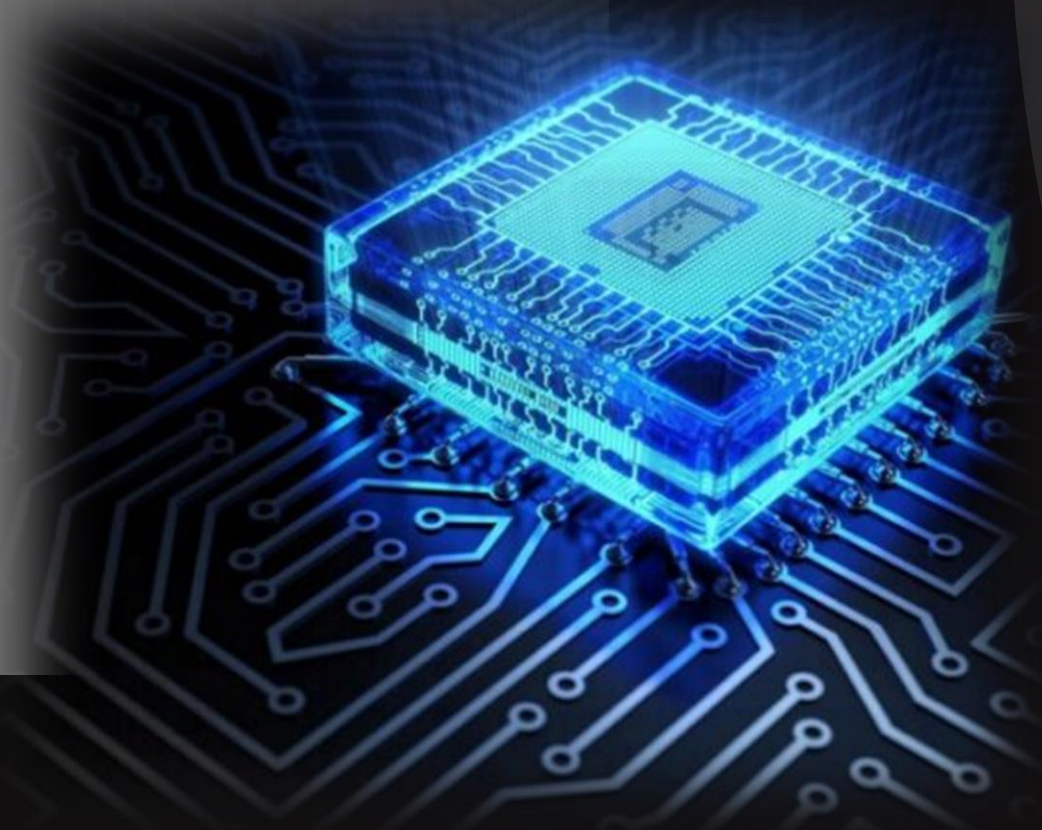
System on a Chip (SoC)

Content management solutions

Customer portal

LSI-based customer service

Innovation



SoC: SYSTEM ON A CHIP

your **fast & easy**
solution for digital
signage connectivity

All-In-One System

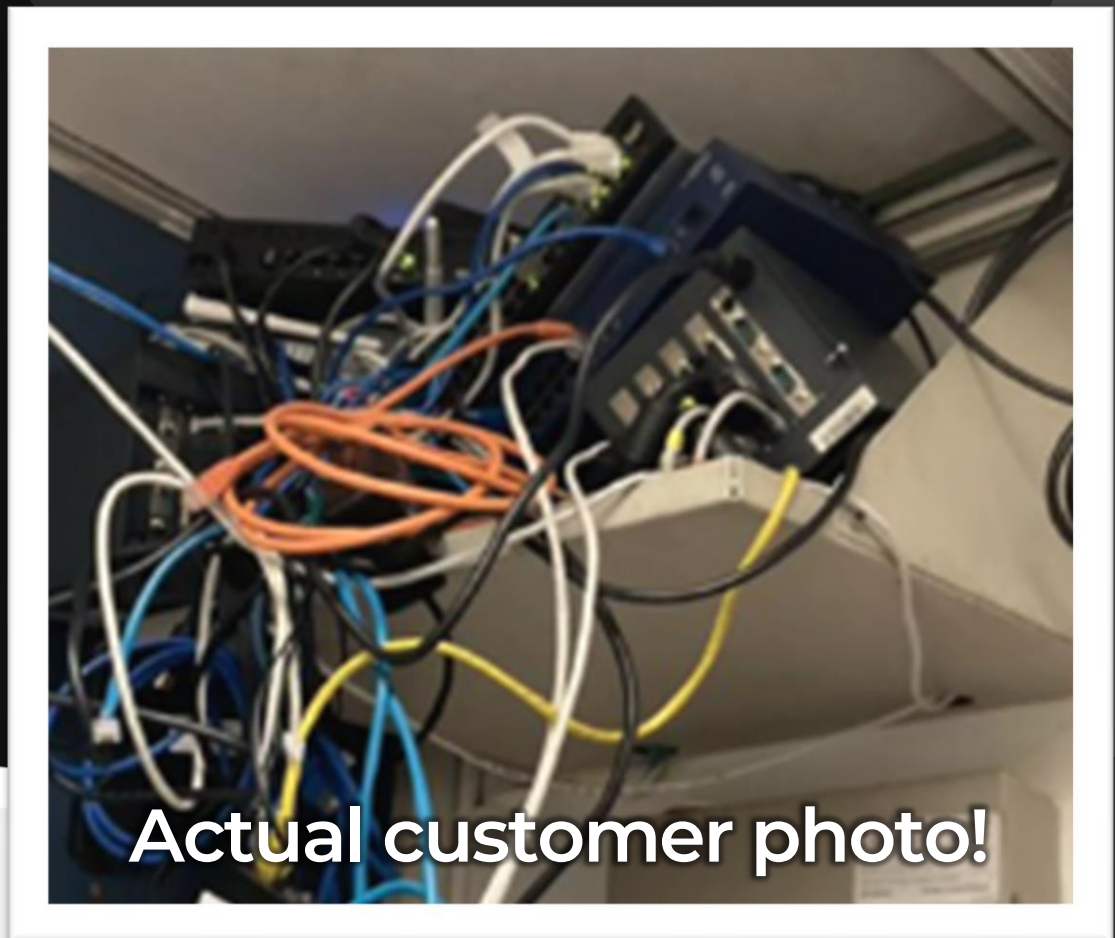
Reduced Installation & Maintenance Costs

Reduced Failure Points for 99% Uptime

Eliminates Need for Media Player

Point Of Sales OS Integration

Simplifies Networks



CONTENT MANAGEMENT **SOLUTIONS**

RELIABLE 24 / 7 **SUPPORT**

US-Based Customer Support – help desk

Troubleshooting Steps – identify root cause of issue

Replacement Equipment – established ‘White Glove’ plan

Tracking / Logging Activity – record of site occurrences

Quick Resolution Goal – typically resolved remotely



SMOOTH PROGRAM **IMPLEMENTATION**

LSI's **ADAPT TEAM**
offers turnkey
service

Turnkey Rollout

Survey

Take-Off / Specs

Permitting

Warehouse Logistics

Construction Management

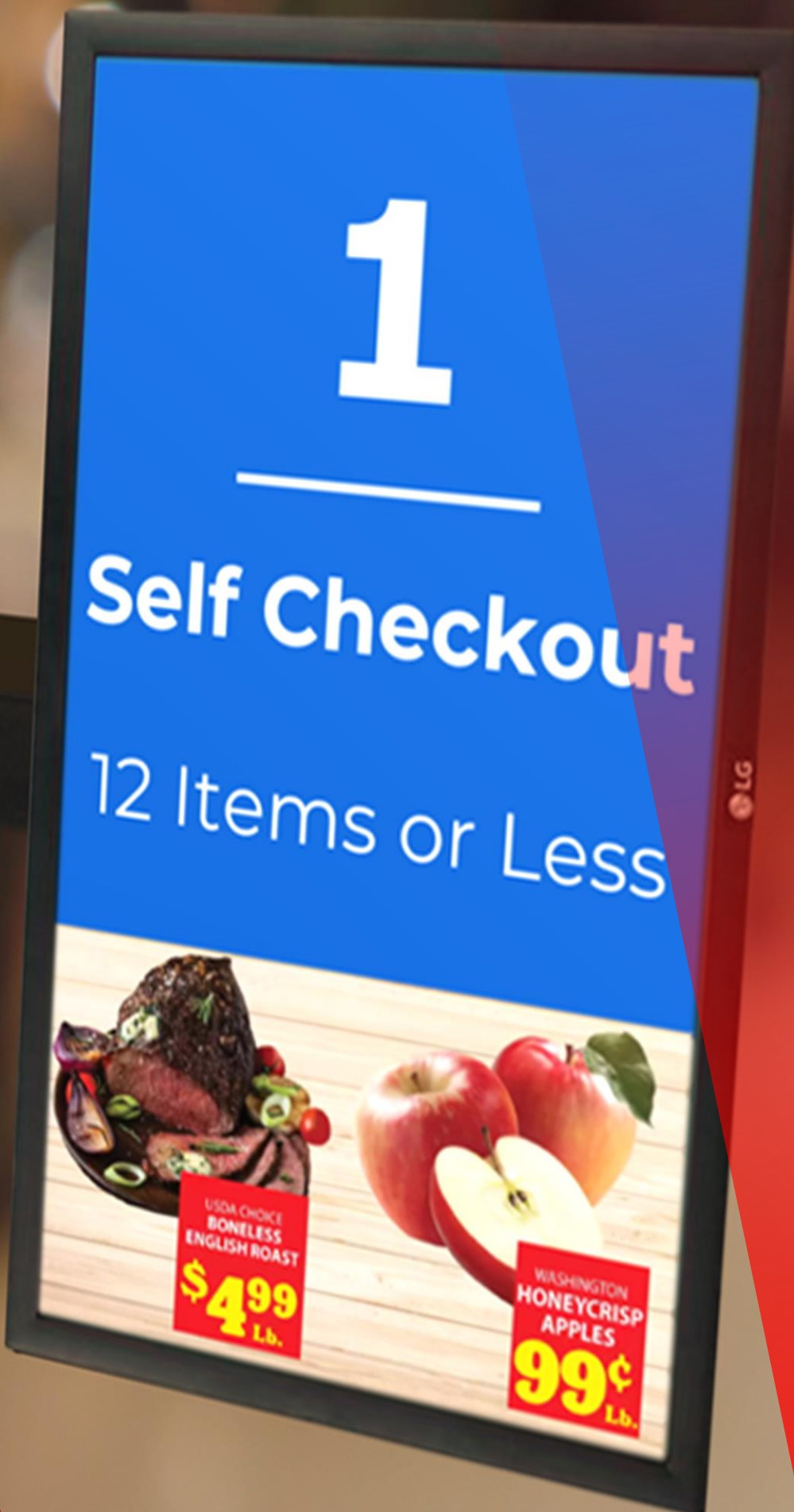
Installation

Data Management

Program Reporting

FULL SERVICE SOLUTIONS





Thank you!

VISIT US ONLINE AT www.lsicorp.com/digital



Brian Mortensen | Business Development
LSI Digital
405.618.0440
brian.mortensen@lsicorp.com

RETAIL SOLUTIONS • GRAPHICS • DÉCOR • DIGITAL • LIGHTING • PROGRAM IMPLEMENTATION

LSI INDUSTRIES • 800.436.7800

