

Hughes Waiting Room TV™

The time customers wait while a service is being performed is time that they may feel is wasted and they would probably rather be doing something else. But as an innovative service provider, you can turn this around and use it as an opportunity to transform this wasted time into productive time—to expand business, increase profitability, and actually make the wait time enjoyable for your customers.

Designed for your business

Hughes Waiting Room TV is a solution tailored to your business needs that provides customer-facing messaging alongside live broadcast TV in your lobby, waiting area, cafeteria, or wherever your customers congregate. It includes all the hardware, cabling, and installation necessary to distribute the content within each site and across all your store locations.

The power of video to influence

Hughes Waiting Room TV allows you to share information about products and services that your customers may not know. It provides information that will educate your customers on the service currently being performed. It allows businesses to share suggestions on how to enhance the current service with additional products and offerings, or further explain how these services are performed, what they do, and why they are important.

With Hughes Waiting Room TV, you can implement a customer communication service directly in the waiting room. It will allow you to convey customized messages and important information to your customers while they are watching television.

The result is a dramatic decrease in perceived wait time, an increase in up-sell opportunities, and more satisfied customers.



Solution includes:

- Hughes Media Player and screen or SmartTV digital signage screen
- Content hosting and distribution
- High-definition display
- Professional installation
- Field maintenance options
- Support options

Return on investment

With a digital communication solution, you can offer unique benefits to those onsite customers who are willing to engage with you. Reward the customer for being loyal to your business. Cross-selling with discounts is a very common retail trend.

In this digital age, you have the added ability to capture additional customer information, e.g., “text the word ‘Discount’ to 555-1212 and get 10% off an additional service.” This will give you access to the customer and open up new doors for communication. Plus it potentially up-sells on an additional service today. Texting, QR codes, or simply “mention this ad” are all great ways to engage the customer and track the effectiveness of your digital infotainment solution.

The screen is divided into several sections:

- Top Left:** Texas Department of Motor Vehicles logo, time 12:32 PM, date FRI June 21, weather 56°.
- Top Right:** "TWO STEPS ONE STICKER" graphic with a star and "KICK UP YOUR HEELS FOR THE NEW TEXAS TWO STEP".
- Middle Left:** "TRAFFIC" section listing travel times for various routes like Ramona, San Marcos, Pflug, Vista, Lake Meadows, Wildomar, Harrod, and Lake Forest.
- Middle Right:** "Frequently Asked Questions" section with the heading "Why has the inspection sticker been eliminated?" and text explaining that HB 2305 was passed during the 83rd legislative session (2013), eliminating the inspection sticker system.
- Bottom:** A table showing "NOW SERVING:" counts for five windows (A-E): 135, 128, 134, 132, 131.

Summary

Hughes Waiting Room TV offers live broadcast TV as well as tailored local site information via an integrated video communications system, which is designed to decrease your customer’s perceived wait time while simultaneously providing information through a system that already has their attention.

- Make your customer’s wait an enjoyable experience with customized programming
- Engage and inform your customers with dynamic lifestyle video and graphics
- Keep customers more informed and satisfied
- Reap the benefits of loyalty, increased revenues, and increased profitability

The screen is divided into two main sections:

- Left Side:** "Ready for Pickup" list: Bre A., Cha D., Dia E., Ed H., Joh K., Lin M., Mik P., Jon R.
- Right Side:** "MILK" promotion for "Whole, 2%, 1%, or Fat Free 1/4 Gallon Carton" with a "2 for \$3 With Rewards Card" offer and an image of a milk carton.

At the bottom, a banner reads: "w Jones Industrial gains 240 points during early YOUR STORE".

Ask us about including live television with your signage.

For additional information, please call 1-888-440-7126 or visit hughes.com/signage.