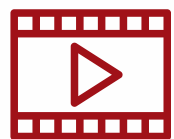




LCD SHELF DISPLAY SOLUTIONS

Dynamic Digital Shelf Communication

Video. Motion. Retail Engagement.



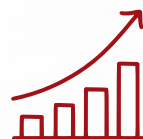
High Impact
Video



Cloud
Controlled



Targeted
Promotions



Increase
Shopper
Engagement



Drive Sales
Performance



www.apexorient.com



WHY TRADITIONAL SHELF COMMUNICATION FALLS SHORT

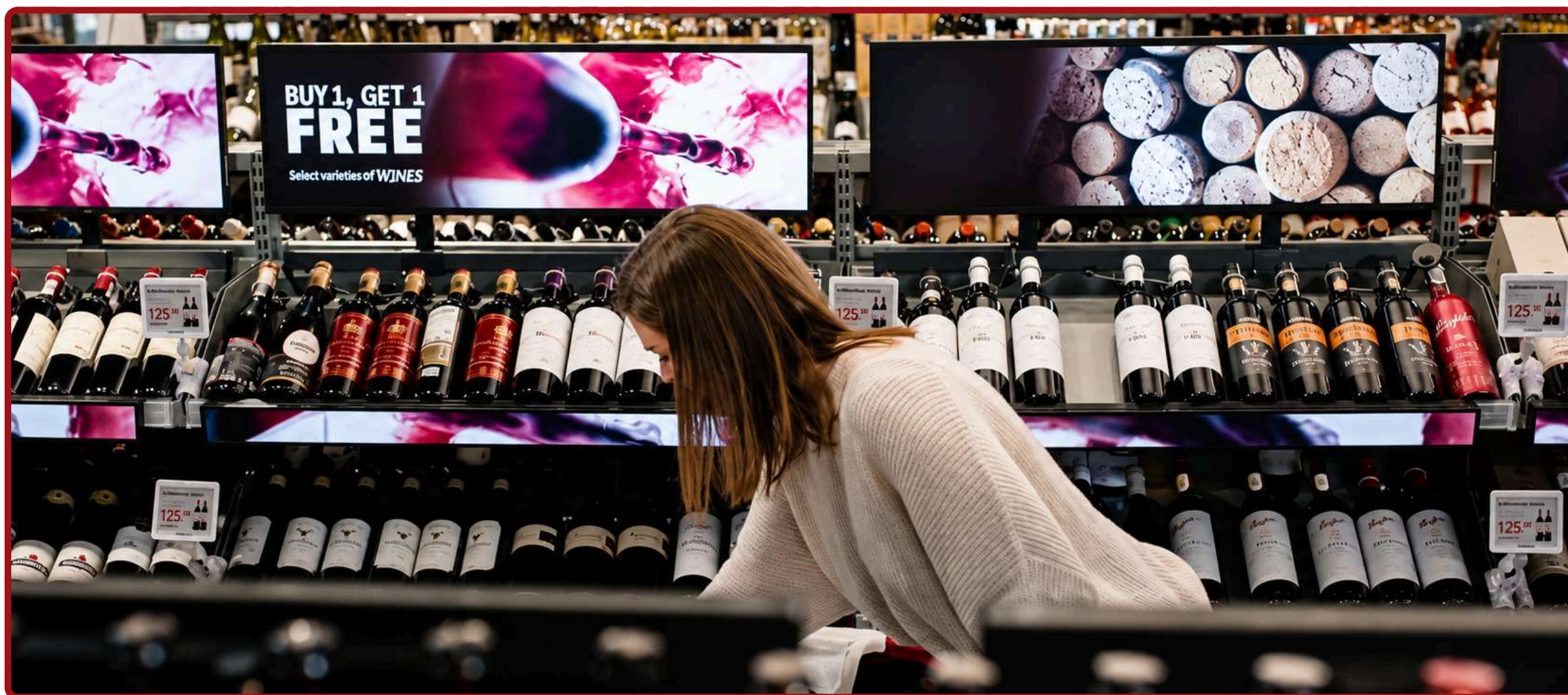
In today's fast-moving retail environment, static paper signage can't deliver the impact, flexibility or control that modern retailers and brands need.



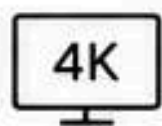
TRADITIONAL PAPER SIGNAGE

LCD SHELF DISPLAYS

Static Promotions	Labour-Intensive Updates	Inconsistent Execution	Poor Campaign Visibility	Missed Opportunities	Dynamic Video Content	Remote & Real-Time Updates	Consistent Execution	High Campaign Visibility	Unlock Retail Media Value
Messages are static and cannot adapt to changing promotions, pricing or seasonal campaigns.	Manual printing, replacement and store-wide installation consume valuable staff time and operational resources.	Paper signage can become outdated, damaged or incorrectly placed, leading to pricing inconsistencies and poor customer experience.	Limited visual impact reduces shopper engagement and makes promotional campaigns less effective.	Slow implementation prevents retailers from reacting quickly to market trends, supplier campaigns and time-sensitive promotions.	Display high-definition video, animations and rich digital content that captures shopper attention at the point of purchase.	Instantly update promotions, pricing and campaigns across one store or an entire retail network from a central platform.	Ensure every store displays the correct content at the right time with centralised scheduling and campaign control.	Motion, colour and dynamic messaging significantly increase promotional impact and shopper engagement.	Create new revenue opportunities by delivering supplier-funded campaigns and measurable in-store advertising.



SOLUTION HIGHLIGHTS



High-Resolution
LCD Displays



Cloud-Based
CMS Platform



Real-Time
Connectivity



Centralised Scheduling
& Automation



Enterprise-Grade
Security



Easy Installation
& Maintenance



Energy Efficient
& Sustainable

KEY BENEFITS



DRIVE SALES & ENGAGEMENT

Dynamic content captures attention, promotes offers more effectively and increases conversion at the point of purchase.



OPERATIONAL EFFICIENCY

Update thousands of displays in real-time, reduce manual tasks and save significant time and resources across all stores.



AGILE & RESPONSIVE

React instantly to market trends, competitor moves and inventory changes with flexible, real-time content updates.



CONSISTENT BRAND EXPERIENCE

Deliver the right message, at the right time, in the right place across your entire retail network.



UNLOCK NEW REVENUE STREAMS

Monetise shelf space with supplier-funded campaigns and in-store retail media opportunities.



MODERN SHELVES. POWERFUL MESSAGES. MEASURABLE RESULTS.

Apex Orient LCD Shelf Displays bring your brand to life at the shelf, where every decision is made.



UP TO
30%
Increase in Sales



UP TO
50%
Higher Visibility



UP TO
20%
Operational Savings

LCD SHELF DISPLAYS

Dynamic. Engaging. Effective



60 x 6cm Shelf Edge Display*Touch Screen

- ✂ Size: 597 x 64 x 21 mm
- 👤 Screen: 585.6 x 48.19 mm
- 🖥 Image Resolution: 1920 x 158
- ⚡ Power Consumption: 24W (Max)
- 🛡 Warranty: 12 Months



90 x 6cm Shelf Edge Display

- ✂ Size: 895 x 60 x 23 mm
- 👤 Screen: 878.4 x 48.19 mm
- 🖥 Image Resolution: 2980 x 158
- ⚡ Power Consumption: 24W (Max)
- 🛡 Warranty: 12 Months



92 x 28.5cm Banner Screen

- ✂ Size: 922 x 285 x 60 mm
- 👤 Screen: 878.1 x 242.6 mm
- 🖥 Image Resolution: 1920 x 540
- ⚡ Power Consumption: 60W (Max)
- 🛡 Warranty: 12 Months

IDEAL FOR



Supermarkets



Cosmetics & Pharmacy



Wine & Spirits



Travel Retail & Duty Free



Promotions & Campaigns



Increase Sales

Drive attention and influence more purchase decisions.



Save Time & Cost

Reduce manual updates and improve operational efficiency.



Consistent Messaging

Deliver the right message at the right time across all stores.



Sustainable Retail

Go paperless and support your sustainability goals.

POWERFUL CMS. TOTAL CONTROL.

Manage. Schedule. Engage

SECURE CLOUD-BASED CMS PLATFORM

Our intuitive CMS gives you complete control of your LCD shelf displays from anywhere, anytime.



REMOTE MANAGEMENT

Control and update content across all stores remotely.



SCHEDULING MADE EASY

Schedule content by time, date, day or custom playlists.



RICH MEDIA SUPPORT

Support for images, videos, animations and scrolling text.



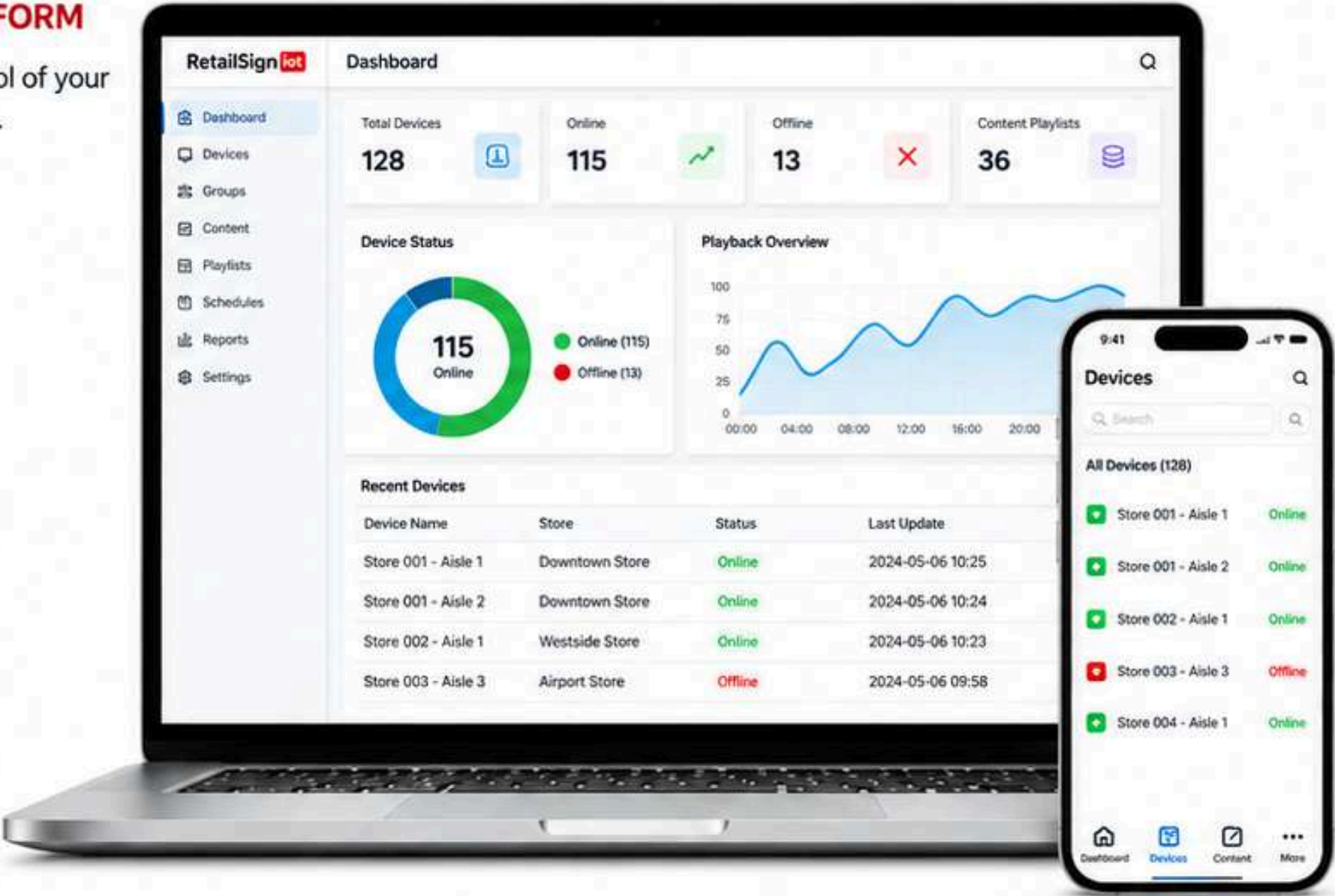
REAL-TIME MONITORING

Monitor device status, playback, online/offline in real time.



SECURE & RELIABLE

Enterprise-grade security with stable, reliable performance.



CONTENT THAT SELLS

Engage customers with dynamic, high-impact content at the shelf edge.



Videos



Images



Text



Playlists



Cloud-Based

Access your content anytime, anywhere.



Multi-Store Management

Manage unlimited stores and devices.



Smart Scheduling

Run campaigns at the right time for maximum impact.



Performance Insights

Track playback, engagement & device health.



Instant Updates

Push content updates instantly across all screens.



Dedicated Support

Our team is always here to help.

VIDEO PROMOTIONS

Bring your brand to life at the point of purchase.

Engaging video content on shelf edge displays captures attention, communicates key messages and influences buying decisions when it matters most.

PERFECT FOR EVERY CAMPAIGN



Product Launches

Introduce new products with impactful video messages.



Limited Offers

Highlight promotions and drive urgency at the shelf edge.



Cross-selling

Promote related products and increase basket value.



Seasonal Campaigns

Celebrate seasons, holidays and events with timely content.



MOTION DRIVES ATTENTION.

Dynamic video content increases visibility, enhances brand recall and drives engagement at the exact moment of purchase.



SUPERMARKET USE CASES

Enhance every aisle.
Engage every shopper.

LCD shelf displays deliver vibrant video content across every category, turning the shelf edge into a powerful communication channel that drives attention, engagement and sales.

IDEAL FOR EVERY DEPARTMENT



BEVERAGE AISLES

Promote new arrivals, limited offers and brand campaigns.



DAIRY & CHILLED

Highlight freshness, recipes and healthy choices.



FROZEN FOODS

Drive meal solutions and seasonal promotions.



SNACKS & CONFECTIONERY

Increase impulse purchases with dynamic product messaging.



HOUSEHOLD & PERSONAL CARE

Educate, inform and influence purchasing decisions.



MAXIMISE VISIBILITY

Ultra-wide displays ensure promotions are seen.



INCREASE ENGAGEMENT

Motion content captures attention at shelf level.



DRIVE SALES

Influence purchase decisions in the moment.



IMPROVE EXECUTION

Ensure consistent messaging across all stores.



MEASURE IMPACT

Track performance and optimise campaigns.



PHARMACY & HEALTHCARE USE CASES

Educate. Inform. Influence.

LCD shelf displays bring product information, clinical claims and brand storytelling to life at the point of decision—building trust and driving conversions.

IDEAL FOR EVERY NEED



SKINCARE & COSMETICS

Highlight benefits, ingredients and clinical results.



HEALTH & WELLNESS

Educate shoppers and promote wellness solutions.



PHARMACEUTICALS

Communicate product usage, safety and effectiveness.



VITAMINS & SUPPLEMENTS

Showcase key nutrients, benefits and brand trust.



NEW LAUNCHES & PROMOS

Drive awareness and trial for new products and offers.



MAXIMISE VISIBILITY

Ultra-wide displays ensure promotions are seen.



INCREASE ENGAGEMENT

Motion content captures attention at shelf level.



DRIVE SALES

Influence purchase decisions in the moment.



IMPROVE EXECUTION

Ensure consistent messaging across all stores.



MEASURE IMPACT

Track performance and optimise campaigns.



TURN EVERY SHELF INTO ADVERTISING REVENUE

Transform retail shelving into a high-value digital media network that generates measurable revenue while improving the shopping experience.

MULTIPLE REVENUE STREAMS

**SUPPLIER ADVERTISING**

Brands pay for premium shelf-edge advertising positioned directly beside their products.

- Product launches
- Promotional campaigns
- Seasonal advertising
- New packaging announcements

**CROSS SELLING**

Promote complementary products where purchasing decisions happen.

EXAMPLES

- Pasta → Pasta Sauce
- Beer → Snacks
- Coffee → Biscuits
- Medicine → Vitamins

**DYNAMIC PROMOTIONS**

Automatically display timely offers that drive action and boost sales.

- Happy Hour offers
- Clearance campaigns
- Flash Sales
- Weekend promotions
- Loyalty offers

**RETAIL MEDIA NETWORK**

Transform every store into a digital advertising platform. Sell advertising by:

- Week
- Campaign
- Product Category
- Store
- Region



SUPPLIER REVENUE
Generate new advertising income from FMCG brands.



HIGHER BASKET VALUE
Promote complementary products at the point of purchase.



INCREASED SUPPLIER SPEND
Offer premium digital shelf campaigns throughout the year.



MEASURABLE ROI
Campaign impressions, play reports and sales uplift.

“ The shelf edge is the most valuable advertising space in retail— it reaches shoppers at the exact moment purchase decisions are made. ”

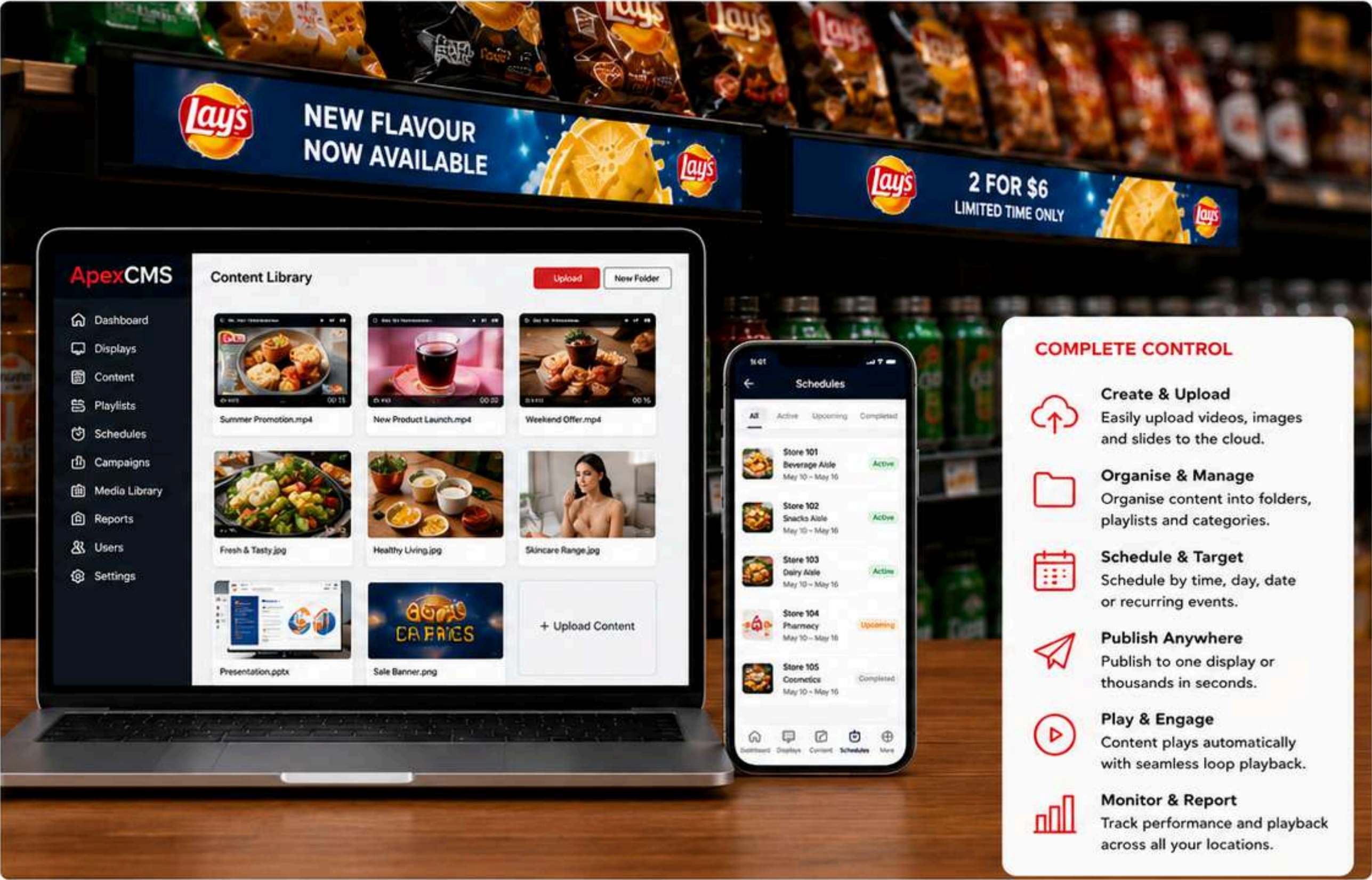
CONTENT MANAGEMENT

Deliver the right content to the right shelf at the right time.

Our powerful Content Management System (CMS) makes it easy to create, manage, schedule and publish engaging content across your entire network of LCD shelf displays.

SUPPORTED FORMATS & INPUTS

 MP4 Video	 AVI Video	 MOV Video	 IMAGES JPG, PNG
 SLIDES PowerPoint	 SCHEDULING Date, time & recurrence	 CLOUD CMS Secure cloud platform	 AUTO-PLAY Seamless loop playback
 USB Plug & play	 MICRO SD Local content playback	 WI-FI 2.4G wireless connectivity	 PLAYLISTS Create & manage content playlists



ApexCMS

Content Library

Schedules

COMPLETE CONTROL

- Create & Upload**
Easily upload videos, images and slides to the cloud.
- Organise & Manage**
Organise content into folders, playlists and categories.
- Schedule & Target**
Schedule by time, day, date or recurring events.
- Publish Anywhere**
Publish to one display or thousands in seconds.
- Play & Engage**
Content plays automatically with seamless loop playback.
- Monitor & Report**
Track performance and playback across all your locations.

HOW IT WORKS



CREATE

Create content using your preferred tools.



UPLOAD

Upload videos, images and slides to the cloud.



SCHEDULE

Set playlist, date, time and target locations.



PUBLISH

Publish instantly to one or many displays.



PLAY

Content plays automatically on your shelf displays.



REPORT

Monitor performance with detailed playback reports.

COMMERCIAL FRAMEWORK

Flexible. Low Risk. High Impact.

Our commercial model is designed to make it easy to get started, prove value fast and scale with confidence.

BUILT FOR RETAIL SUCCESS



LOW RISK START

Pilot with minimal commitment and see real results.



VALUE FAST

Drive engagement and revenue from day one.



SCALE WITH CONFIDENCE

Structured rollout and pricing security for long-term success.



PARTNERSHIP APPROACH

We succeed when you succeed. We're with you every step.

1

PILOT DEPLOYMENT



Start small. Prove value.

- Typical 4–10 week pilot
- Selected stores or aisles
- All hardware and platform onboarding included
- CMS access included during pilot
- Performance review at the end of pilot



2

PILOT DEDUCTIBLE



Your pilot investment is never lost.

- 100% of pilot fee credited towards your full rollout
- Seamless transition with no repetition
- Confidence to move forward



3

STRUCTURED ROLLOUT



Scale at your pace.

- Phased store rollout plan
- Category by category expansion
- Operational onboarding support
- Minimal disruption, maximum impact



4

PRICING SECURED



Lock in your investment.

- Volume-based pricing
- Prices secured for 12 months from rollout approval
- Protects against market fluctuations
- Better budgeting and ROI planning



5

DEPLOYMENT SUPPORT



We're with you all the way.

- Technical onboarding
- Installation guidance
- CMS training
- Ongoing support & optimisation



PILOT TERMS AT A GLANCE



CMS & Platform Access included throughout the pilot period.



Pilot duration: 30–90 days (typical 4–10 weeks).



Platform onboarding & configuration fee credited towards the full rollout.



Annual platform subscription commences after pilot completion or rollout approval.



No long-term commitment during the pilot.



OUR GOAL

To deliver measurable results that drive engagement, increase sales and create a new revenue stream for your business.



50+
Retailers Trust Us



100K+
Displays Deployed



20+
Countries Served

MEASURABLE ROI REAL BUSINESS IMPACT

More impact. Lower cost. Higher returns.

Apex LCD Shelf Displays help retailers and brands communicate more effectively at the point of purchase — driving engagement, increasing sales and reducing operational costs.

THE ROI OF APEX LCD SHELF DISPLAYS

INCREASE SALES BY

7-15% 

Higher engagement at the point of decision drives more conversions.

REDUCE PRINTING COSTS BY

80-90% 

Eliminate printed POS materials and frequent reprints.

REDUCE LABOUR TIME BY

60-70% 

No more printing, manual placement or in-store updates.

IMPROVE CAMPAIGN EXECUTION BY

3-5X 

Update content instantly across stores and run more relevant, targeted campaigns.

BETTER ENGAGEMENT. LOWER COSTS. GREATER RETURNS.



TURN EVERY SHELF EDGE INTO A GROWTH ENGINE

Dynamic content that influences shoppers, strengthens brands and delivers measurable results.

1 REDUCE PRINTING COSTS

No more printed POS materials, reprints or waste.

EXAMPLE SAVINGS



Traditional printed shelf talkers

US\$0.25 – 0.60
per piece



Waste from outdated materials

20-30%
of total spend



Save thousands annually across all stores.



2 REDUCE LABOUR TIME

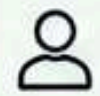
Automate updates and eliminate manual shelf maintenance.

EXAMPLE SAVINGS



Manual update time per store

2-4 hrs
per week



Labour cost saved per store

US\$1,000-2,500
per year



Free up staff to focus on customers.



3 IMPROVE CAMPAIGN EXECUTION

Launch more campaigns, faster and at scale.

EXAMPLE IMPACT



Campaigns per year

+3-5X
more campaigns



Time to launch campaign

90%
faster



Stay relevant and drive in-store action.



4 INCREASE SUPPLIER ADVERTISING REVENUE

Create premium digital shelf space that suppliers want to buy.

EXAMPLE REVENUE



Additional revenue per store

US\$500-2,000+
per year



Annual revenue potential

+20-40%
uplift



Monetise your digital shelf edge.



**DESIGNED TO MAXIMISE
RETAIL MEDIA PERFORMANCE.**



Drive more sales
at the point of
purchase



Lower costs
across printing
and labour



Execute campaigns
faster and more
effectively



Unlock new revenue
from supplier
advertising



Future-ready
platform that
scales with you

WHY APEX LCD DISPLAYS

Smarter communication. Stronger results.

Apex LCD Shelf Displays transform the shelf edge from static signage to a powerful digital media platform that drives engagement, increases sales and delivers measurable ROI.



-  **DRIVE MORE SALES**
Dynamic content at the point of decision influences and converts shoppers.
-  **SAVE TIME & COST**
Eliminate printing, reduce labour and update content in seconds.
-  **RUN TARGETED CAMPAIGNS**
Promote the right offers to the right customers across all your stores.
-  **MEASURE & OPTIMISE**
Track performance and refine campaigns for better results.
-  **FUTURE-READY PLATFORM**
Scalable, reliable and built to grow with your business.

TRADITIONAL SIGNAGE		APEX LCD DISPLAYS	
	STATIC Content remains the same until it is physically changed.		DYNAMIC VIDEO Vibrant videos and animations capture attention and adapt to your message. 
	MANUAL Time-consuming manual updates across stores.		CLOUD MANAGED Update content remotely across all stores in real time, from anywhere. 
	SINGLE MESSAGE One message at a time with no flexibility.		MULTIPLE CAMPAIGNS Schedule and run multiple campaigns across time, stores and audiences. 
	PAPER POS High printing costs, waste and difficult to update.		DIGITAL MEDIA No printing. Reusable, sustainable and always up to date. 
	LIMITED IMPACT Easy to ignore and quickly forgotten.		HIGH ENGAGEMENT Eye-catching, relevant content that connects and converts. 
More Impact. Lower Cost. Greater Returns. Apex LCD Shelf Displays deliver a modern digital experience that increases engagement, reduces operational costs and maximises retail media performance.			

TRANSFORM YOUR SHELF COMMUNICATION

Engage shoppers. Drive sales. Reduce costs.
All with the Apex Display Platform.



**WE RECOMMEND STARTING
WITH A PILOT DEPLOYMENT.**

Experience the impact. Prove the value.
Scale with confidence.



Higher Engagement
at point of decision



Lower Operational
Costs



Faster Campaign
Execution



Trusted by Retailers
Worldwide



VISIT OUR WEBSITE
www.apexorient.com



CONTACT OUR TEAM
+852 65 0448 433



EMAIL US
www.apexorient.com

APEXORIENT
TECHNOLOGIES

