



OCTOBER 17-18, 2005 • SAN FRANCISCO

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SESSION 401 | TUESDAY, OCT. 17 | 10:15 AM - 11:00 AM

Digital Signage - The Next Big Wave

Attach a plasma TV to your IT network and you have a powerful new marketing tool in your store. Manage content by region, by city, by store, by department within a store. During store hours, the power of a digital signage network can educate customers, support sales of complex items, move product with short term margin benefits, or direct customers to an interactive kiosk. After hours, you can use your signage as a corporate communications network to educate employees on a new product or service and give management the opportunity to speak directly to store associates. Come hear why 2005 is the year for digital signage, how retailers can fund this initiative, and what to look for in a solution for your stores.

Presented by:

Brian Slaughter, Retail Brand Manager
Dell, Inc.

About the Speaker:

Brian C. Slaughter serves as retail marketing manager for Dell. He is responsible for managing retail hardware and software partnerships, services, and a variety of marketing elements. Brian joined Dell in 1993. Prior to his current position, he served as retail brand manager. His responsibilities included developing Dell's Point of Sale offerings and supporting hardware partnerships. He also held the positions of Optiplex brand manager, senior marketing manager within Dell's large corporate accounts segment, and brand steward for Dell's mobile offerings in the company's public business unit. Brian received a bachelor's degree in business administration and management from California State University at Fullerton.



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