



# STORAGE VISIONS® 2012 CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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**Jeff Hastings, President, CEO, BrightSign**

## **TITLE**

**Content at the Point of Decision Making**

## **ABSTRACT**

Mobile marketing/message distribution is increasingly being used to draw people into the store with the hope they will gravitate to the specific product being promoted. But new retail/manufacture controlled messaging enables firms to instantly tailored digital signage messages and deliver the powerful instant tie-in messaging from the cloud that closes the loop, sells the consumer. In addition new interactive kiosks with variable content, variably timed messages guide the customers' exploration of a product and choose the right product without third-party interference. The content can be either locally or cloud stored to provide rapid, correct response. The discussion will help marketing and product management understand how they can quickly, easily modify/update in-store digital signage messages to tie into mobile ads to test messages and measure results almost immediately. We will also explore examples of this activity/success around the globe.

## **BIOGRAPHY**

Hastings joined BrightSign, in early 2010 with more than 20 years of experience in the digital media marketplace. Before heading the worldwide digital signage/kiosk controller operation, he was Corel's president, general manager of digital media. Prior to that he was general manager of the consumer video division of Avid and president of M-Audio, the musician/audio professional tools firm. Holding eight patents and computer sciences degree from Purdue, Hastings is a frequent author and speaker on leveraging computer technology for consumer information, education and entertainment applications.