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The world of marketing has become more dynamic as traditional physical stores transform to digital retail in order to appeal to the modern consumer's changing behavior. Digital technologies in the form of smart phones, touch screens and other information infrastructure are all set to amend to the future of e-commerce.

Digital screens are now replacing printed posters. And the communication through video is now a powerful addition to the in-store experience. Furthermore, both retailers and consumers have their benefits in using technology solutions like Screen Media. Screen Media can communicate more effectively and gives the consumer more engaging and interactive experience. It also provides the retailer an easier way to update their products.

With Screen Media, retailers can leave their store through their smart phone, iPad or Android based tablets. They can also share their content from screen to screen, animate their retail environment, update prices anytime, anywhere and assist their consumers with in-store purchases. Screen Media is also used in networks of plasma or LCD flat screens and video projection that are often referred to as â€œdigital signageâ€• or interactive touch screen installations. As a matter of fact, many screen medi installations are now starting to incorporate both visual and interactive elements to their consumers.

Square Circle Triangle is a creative digital agency providing strategic and one-of-a-kind technology solutions such as digital design in Melbourne and digital signage in Australia. SCT's Block content management system can offer an engaging and interactive experience that will change the way you engage with your customers.

This branding agency based in Melbourne utilises their skills with design and customer experience to provide content delivery system that has created a solution for dynamic, client-managed content creation with multi-channel distribution â€“ a world-first for retail markets.

SCT creates brand design quality in Melbourne that gives the retailers endless possibilities at the same time, maintaining a loyal and rewarding service to their customers. Contact for digital design in Melbourne.

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Jenevive Williams - About Author:
Square Circle Triangle is a creative digital agency providing strategic and award-winning marketing solutions including a digital design in Melbourne.
http://www.sct.com.au/screen-media

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