

## GNC Has Successfully Established Dynamic Digital Stores in Taiwan

### BRIEF PROFILE

Place: Taiwan

Industry: Retail

Solution:

- SMP-WEB4 x 26

### General Nutrition Corporation

General Nutrition Corporation (GNC), based in Pittsburgh, Pennsylvania, is an American commercial enterprise focused on the retail sale of health- and nutrition-related products. As GNC has grown over the years, so has its commitment to Living Well. It has devoted itself exclusively to helping its customers improve the quality of their lives. As a leading brand in the health and nutrition industry, GNC currently has more than 8,000 stores in 48 countries.



GNC has adopted CAYIN's digital signage solutions and has continually built digital stores all over Taiwan since the beginning of 2012. By September 2013, GNC had already deployed CAYIN's digital signage solutions in more than 30 stores.

### CAYIN's Digital Signage Solutions

CAYIN's extensive experience in building large-scale projects provides GNC with a reliable solution for deployment throughout Taiwan. By cooperating with Vcheng Technology, CAYIN deployed SMP-WEB4 digital signage players with 42-inch and high-brightness of 700 nits displays at each



GNC's shop front. In this way, administrators from GNC can centrally manage and schedule messages at each store via a network in the future.

### Five Benefits of Digital Stores

- Strengthening the brand image
- Improving the message delivery
- Reinforcing specific product sales
- Enhancing the in-store shopping experience
- Luring customers with eye-catching content

CAYIN's digital signage solutions provide multiple media playback options. Users can increase their brand awareness with unlimited creativity by using different content creation platforms. With the use of central scheduling, users can also convey different messages at different places based on different needs.



By educating customers with the latest health and nutrition information through in-store digital signage displays, GNC allows customers to easily learn about their needs and to further make a purchasing decision. GNC also successfully enhances the in-store customer's shopping experience by promoting specific products with special offers. This can be of great help for GNC to achieve the commitment of providing the best customer services and the best-value products. Moreover, a store window can be an excellent place for digital signage placement. It allows GNC a better chance to catch customers' attention with appealing content and to further lure them into the store.

In conclusion, this placement is a great example to showcase how digital signage solutions achieve the combination of advertising, internal branding, and information.

### CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions — including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



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