

Lazy Park

GO CAYIN Revolutionizes Lazy Park's Brand Experience

BRIEF PROFILE

Place: Taiwan

Industry: Entertainment

Solution:

- GO CAYIN
- poster

Lazy Park, located in the Shilin district of Taipei, is a claw machine arcade renowned for its spacious and cozy environment. The venue houses over 100 claw machines offering a wide variety of products, including food, daily necessities, and toys, catering to diverse customer needs. It's not only a great place for entertainment but also an ideal spot to relax.



Dynamic Posters Create Eye-Catching Effects

Lazy Park successfully integrates GO CAYIN's poster application to deliver an unprecedented interactive and visual experience for customers. With the poster application, the store can easily design dynamic posters and use in-store TVs and tablets at the counter to display key information, such as event announcements, leaderboards, and popular gift recommendations. These designs not only make the presentation more engaging but also help customers easily notice promotional activities and special prizes, creating more interaction opportunities.

Leaderboards and Gift Recommendations Boost Interaction

Additionally, the poster application further enriches customer interaction. For instance, the daily leaderboard is updated in real-time, not only encouraging customers' competitive spirit but also fostering a sense of pride, attracting more players to challenge high scores for rewards. Meanwhile, popular gift recommendations combined with dynamic effects and eye-catching designs significantly enhance gift visibility and sales conversion rates, effectively showcasing the charm of the products to more customers.



Innovative Technology Leads the Market

More importantly, GO CAYIN's poster application has created a new mode of entertainment for customers. These innovative technologies have successfully helped Lazy Park stand out from the competition, becoming the preferred entertainment destination for customers. At the same time, our tech-savvy image has been strengthened in customers' minds, enhancing the brand's influence and appeal.

With GO CAYIN, we see unlimited possibilities for claw machine arcades and look forward to exploring more innovative features in the future. For example, by pushing exclusive customer discount messages, we aim to provide customers with an even more exciting entertainment experience. We believe that driven by continuous innovation, Lazy Park will provide customers with even more unique and rich value, elevating our services and brand to new heights!

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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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