



PRESS RELEASE

"ON AIR", THE AUTOMATIC DOOR MANUFACTURED BY FAAC THAT REVOLUTIONISES DIGITAL SIGNAGE

The first multimedia automatic entrance with an integrated display that interacts with potential customers is launched on the market. In addition to being a high quality door, it is also a means of communication that allows shops and large-scale retail chains to carry out proximity marketing campaigns.

FAAC's experience - a guarantee of safety and reliability in the automatic entrances sector - together with **Samsung** technology has led to the creation of ON AIR, the **first automatic entrance with an integrated digital signage system**

Digital signage is a form of communication that uses digital images and videos, via various technologies in areas open to the public to provide information, entertainment and marketing. **ON AIR reinvents this innovative form of communication** because it is the first multimedia automatic entrance with an integrated display that interacts with potential customers. Combining the functions of an extremely high quality automatic door with digital signage, ON AIR becomes **an exceptional marketing tool and a powerful digital sales solution.**

The technology makes ON AIR simple to operate but extremely effective. The cameras mounted on the door enable **the gender and age of the people entering the shop or in places where people congregate to be determined.** The images are analysed by the software that then selects the most appropriate content to display on the high definition monitor integrated in the entrance. **Images and videos can therefore be aimed at a specific type of customer, allowing you to select the best products and promotions** to offer in rotation. The software also allows you to keep track of the **number of people that enter, the access statistics and the type of customers.** This means that it is also possible to analyse the flow of people who enter and to verify the performance of promotions or information campaigns that are activated. The simple and intuitive **content planning software can be controlled locally or remotely** and therefore adapt to a wide variety of communication requirements.

One of the advantages of **ON AIR is it poses no issues in terms of privacy** because the images captured by the cameras are never memorised and the software is limited to determining the gender and presumed age of the customers or passers-by without identifying them.

All these characteristics make the **ON AIR** automatic entrance **an innovative and advanced solution, which is available especially to shops and large-scale retail chains, to enlarge their customer base and to increase turnover.** Whoever installs an ON AIR door provides their retail outlet with a new communication space in which to **carry out proximity marketing campaigns with partner companies or third-party brands** and to independently decide business and advertising strategies. ON AIR is therefore a perfect solution for **shopping centres, supermarkets, travel agencies and pharmacies. They can also be used in banks, hotels and airports,** and for all commercial or logistics settings in which there are large numbers of people.

The ON AIR automatic entrance can be installed in any commercial setting because it can be integrated perfectly into any existing type of architectural structure, both indoors and outdoors. Because the monitors are incorporated and protected in the door, they are safer than existing multimedia kiosk terminals. The high brightness monitors and special double anti-UV glazing means that they can be viewed easily whatever the light conditions, even in direct sunlight. The glass can be of three types (black, transparent and mirrored) with silk-screen printing, anodising and customisable colours. Lastly, ON AIR can be integrated seamlessly with FAAC's Airslide, the only automatic door with an integrated air curtain.

"We asked ourselves how we could help retail outlets now that e-commerce is expanding rapidly. There is therefore the motivation to start a partnership with shops and large-scale retail outlets behind the creation of ON AIR and to create something that is truly innovative in the automatic entrances sector - explains **Andrea Zullo**, the commercial manager of the entrances and automatic doors division of FAAC -. If up until now retailers have considered an automatic entrance as a cost, it can now become a source of income because ON AIR, by taking advantage of the most strategic position in a retail outlet, allows you to communicate with 100% of customers and new forms of marketing can be used to increase sales. The investment can be monetised through the management and sale of the advertising space that the entrance offers. We believe that the product being launched on the market today, supported by a partner of excellence such as Samsung can be a positive revolution in many commercial and logistics contexts".

FAAC Press office

Marco Falangi

MOB: +39 335-8467272 - m.falangi@expresscomunicazione.it