

DELIVER THE **RIGHT** MESSAGE. TO THE **RIGHT** AUDIENCE. AT THE **RIGHT** TIME.

NEC ALP (Analytics Learning Platform) is the business intelligence platform to create experiences and deliver customer insights.

ALP is the platform to enhance the next generation of digital signage, elevated by personalized experiences that drive your audience's journeys – and provide you with insights into customer purchasing behavior and preferences.



Meet your customer where they are.

ALP uses demographic data delivered via multiple sensors (camera, beacon, RFID, etc.) to automatically build an engaging experience for your shoppers. The platform collects valuable anonymous consumer data, along with other rich-context data feeds, to drive insight and understanding and deliver key business intelligence via back-end dashboards.



A central point for all of your data.

ALP is a hybrid solution that uses cloud services and an edge-computing appliance to act as the conduit that feeds in-store data to the cloud, while also driving real-time content delivery – not only analyzing your data but also delivering programmatic content to your digital signage displays.



Anonymous, seamless and secure.

All ALP data is 100% anonymous, with the platform collecting only demographic data, along with weather, inventory, store traffic and other contextual information to provide deep insights in order to deliver the right message at the right time to the right audience. That delivery is a seamless one for your consumer, never interrupting content with a targeted message. So the experience feels welcome and natural, never intrusive.

Our Partners



About NEC Display Solutions of America, Inc.

NEC Display Solutions of America, Inc., a leading designer and provider of innovative displays, offers the widest range of products on the market, such as commercial- and professional-grade large-screen LCD displays, desktop LCD monitors, direct view LED displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. Benefiting from the technologies of NEC Corporation and its own Research and Development, NEC produces leading-edge visual technology and customer-focused solutions for a wide variety of markets, including education, retail, transportation, broadcast, enterprise, healthcare, houses of worship, and many more. NEC is orchestrating a brighter world with the quality and reliability of its products and outstanding customer service. For additional information about NEC Display Solutions of America products, call (866) NEC-MORE, or visit the website at www.necdisplay.com.

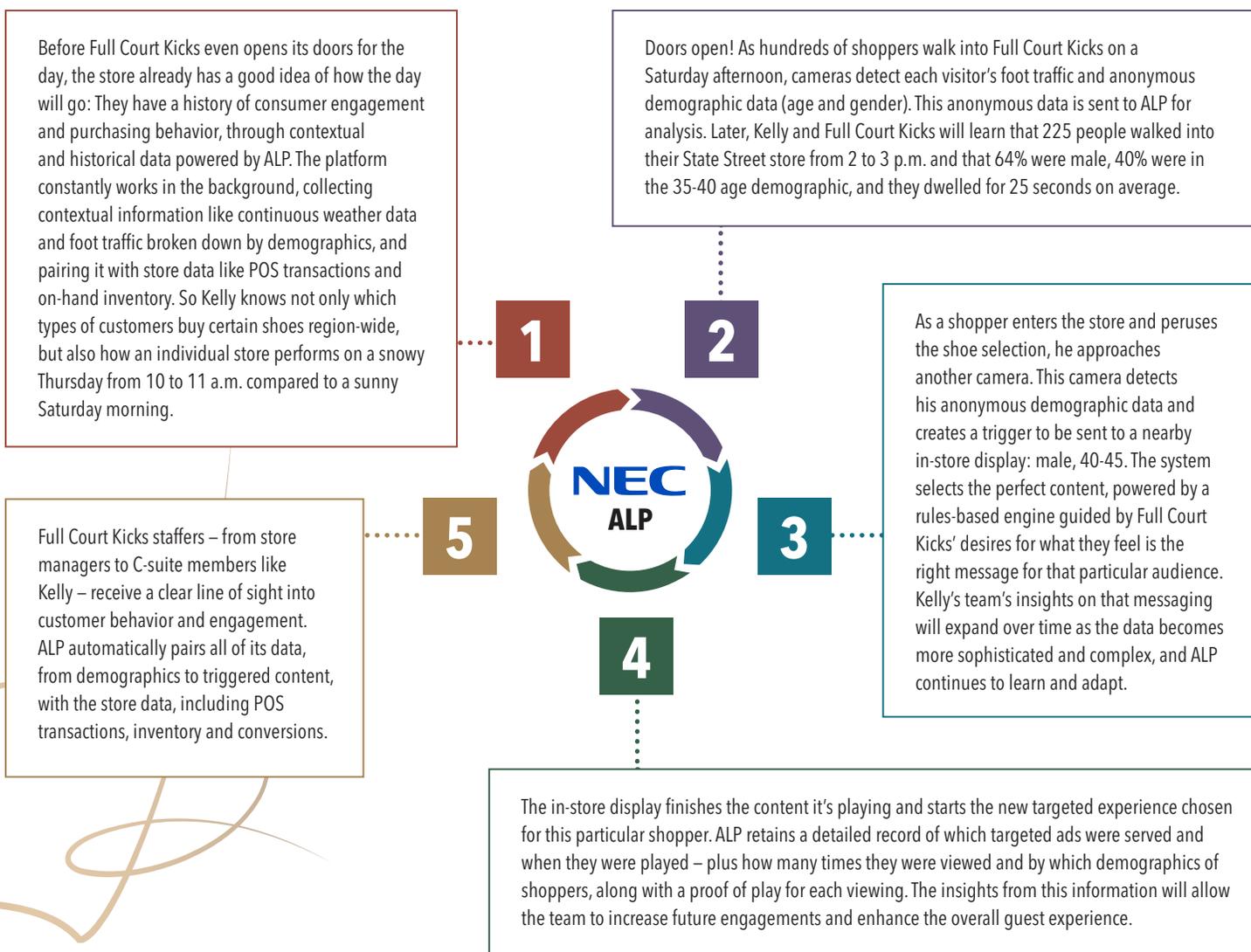


Kelly is the Chief Marketing Officer of Full Court Kicks, a regional shoe retailer that's on the rise. Over the last quarter, Full Court has launched its own house brand of cross-trainers and opened 25 new shops – and management has set its sights on going national.

Full Court Kicks is thriving because Kelly and her team have made all the right marketing decisions, powered by NEC ALP: knowledge, insight and direction in driving engagement and purchasing behaviors.

Through NEC ALP, Kelly has the power to drive informed, data-supported decisions for her company based on both overall trends and granular detail: Full Court Kicks knows who's visiting their stores, where they're lingering, which targeted messaging is most impactful and the conversion of content to purchases.

Full Court Kicks knows who their customer is, what they're buying, and why they're buying it. And you can, too. **Meet NEC ALP.**



The store can view rich analysis to see how trends change over time – from foot traffic to the most impactful targeted messaging – to increase brand engagement and the opportunity for sales. As ALP receives more data over time, it becomes even more powerful – so Kelly and Full Court Kicks are even better prepared for the next customer to walk through the door, searching for the perfect sneakers.