



MOOD:

Embrace the growing capabilities of audiovisual installations to help your brand stand out from the competition and deliver an unforgettable customer experience.

Advancing Connectivity with Audiovisual Installations

Audiovisual technology has reached exciting new heights. We see its use everywhere - from your local coffee shop to fancy art exhibits to historic train stations and more. Even the extravagant, extreme features of the most recent Super Bowl halftime show - like the fantastically projection-mapped stage - underscore AV's rising popularity and its potential to maximize the consumer experience.

From augmented reality glasses to holographic medical imaging to experiential marketing, the sector for integrated audiovisual presentation is growing rapidly. The market for holographic displays alone is expected to balloon up to \$3.57 billion by 2020, growing approximately 30% each year.

As traditional communications mediums evolve, customers have come to expect more out of their experience with a product or business, and businesses need to expand to meet that desire. So how can audiovisual installations enhance customer experiences across industries?

GLOBAL COMMUNICATION. Efficient global communication is important in today's fast-paced business world. With as much as technology has advanced, it's easy to provide quality video communication to connect with customers and business partners regardless of where they are in the world. So much of today's communication is non-verbal, but being able to see and hear the other person allows for instant and clear idea transfer. Boosting your technology is a quick and simple way to boost everyone's experience.

FASTER INFORMATION Transfer. In today's global economy, you need to transfer more information faster than ever before. Being able to send audiovisual communication or live video near-instantly is becoming more essential. Increasing efficiency and productivity in today's fast-paced business world is a must.

And what's even better? You can save money while doing it.

CONTACT

To find out more on how Mood Solutions can help you influence customer mood, contact us at:

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moodmedia.com

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SAVED MONEY. Travel expenses add up quickly for businesses that routinely send people for meetings and conferences. Some things are best done in-person, but a large portion of long-distance business can be transacted via video communication. At the end of a year, the cost of audiovisual installations can be far less than the previous travel expenses.

MEMORABLE EXPERIENCES. Creating a memorable customer experience is increasingly important. With more products and services offered than ever before, customers look for a holistic experience they can emotionally engage with and that will easily integrate with their busy lives. Adding audiovisual elements is an excellent way to move beyond a static product. Customers are more likely to choose your offering if their experience with it is interactive and entertaining.

ENTERTAIN. People have come to expect constant stimulation – without being over-stimulated. During downtime, they're likely to look for something to keep their minds or hands busy. Adding audiovisual installations to continue their interaction with the experience or products can engage a customer who is likely to return.

Advancements in technology are constantly forging new avenues to engage customers and progress business relations. If your business is looking to take part in these innovations, Mood Media can help you take the next step. From complex integrated audiovisual experiences to simpler AV design for small businesses, contact us today to get started with our experts.