



# ENLIGHTEN

2019 Product Catalog

enterprise technology  
solutions

# Product Showroom



1-866-442-1191



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# POS integrated dispensary menus.

Keeping your menu up to date should be easy.

Beautifully customized digital menus backed with technical support, training, & optional animated promotion creation. We make keeping your menu up to date easy through integration with some of the biggest POS and CRM systems in cannabis:

COVA. POSaBIT greenbits

LeafLogix flowhub TREEZ

THSuite Jane BLAZE



More to come: request an integration today!



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# Tailor customer experiences.

On Demand Menus change the way you interact with your customers.

In a business as complicated as cannabis, it can be difficult to engage and inform a new customer. With On Demand Menus, you can instantly empower your budtenders with educational videos and imagery in order to tailor the retail experience to the knowledge level of each customer. Once your budtender has helped the consumer decide on a product type, convert the screen to your menu at the touch of a button for a full listing of desired products directly at your fingertips.



# Educated customers are better.

Let Enlighten handle your retail content strategy for the perfect mix of engaging content.

Currently serving over 600 clients Enlighten TV is the largest and fastest growing in-store network in cannabis history. This industry leading technology will allow you to inform and educate your customers with professionally curated entertainment and educational content. This groundbreaking technology has automated weekly content updates from Enlighten's extensive content library. You can take advantage of this rewarding tech that will educate your customers and boost your bottom line at absolutely no cost. Various customized packages and hardware options are available to fit any location's budget.



Engage



Enlighten



Boost



# Massive content library.

Curated to engage the widest range of customers, from novice users to the more experienced.

With over a decade of digital signage marketing experience, Enlighten TV delivers programming crafted strategically for maximum engagement. From the style, fonts, colors and even motion, every portion of the design process is systematically executed to catch and keep a customer's attention. Enlighten TV reduces perceived wait times, persuades consumers to make more informed purchasing decisions and generates significant sales lifts while you tend to business as usual. There are several options available to ensure the content displayed in your space is the right fit for your customers.



Enlighten TV is updated weekly to ensure content is always current and relevant.



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# Keep them coming back.

**80% of your future revenue will be from 20% of your existing customers.**

The numbers don't lie – customer retention is more valuable than acquisition. Using Enlighten's systems you can retain customers by sending reminders, new stock, and special deals right to their phones. You can also reward them to ensure that they continue to return and then we provide you a report to keep track of every detail.



Retain



Reward



Report



# Increase repeat customers.

## Use geolocation targeting to engage repeat customers.

Have you ever driven past your favorite coffee shop and received a message as if they knew you were nearby, roping you in to their shop? Once a customer has entered your rewards program, you will be able to send incentives directly to their mobile device based on a variety of options such as nearby location, last visit, or if they just walked in. For example, a customer is in a nearby shopping complex. They receive a notification on their phone alerting them of a 20 minute flash sale happening at your store, and they walk over to catch the sale. This technology could also be used to push the daily specials to their phone as they enter your building, or even build a loyalty system where entering the facility is the only check-in required. The possibilities are endless!



# Virtual budtender.

Enhance your facility by creating an interactive environment.

Give your customers an informative, touch screen experience where they can learn all about your products and their effects with Showcase. With integration available for all major POS systems, Showcase informs your customers before they reach the counter. This makes budtender jobs become less about basic information and more about up-selling. In turn, this generates higher ticket sales and happier customers.



Strains



Products



Education



# Transform your breakroom.

## Keep your employees up to date with Breakroom TV.

The breakroom is more than just a place to hang out or eat lunch. Enlighten offers a solution to this issue with a sleek digital display, turning downtime into valued learning time. Breakroom TV demonstrates the bigger picture by reinforcing the company vision, mission, and goals. Bring wallpaper bulletin boards to life with fun customized content, animated videos, interactive quizzes and much more.



Sales Goals



Compliance



Praise & Recognition



Safety



Upcoming Events



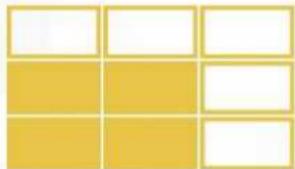
Seasonal Info



# Leave a lasting impression.

Create an atmosphere your customers can't keep from sharing.

A wall of seamless video will captivate the attention of your audience, inspire their thoughts to travel to a place where they interact with your product before it has left the shelf. Implanting a thought that would have taken months, if ever, to generate on its own.



**Standard**  
even # intervals  
2x2, 3x3, etc



**Mosaic**  
Mix of square  
& regular Screens



**Streamline**  
Linear setup  
2x1, 3x1, etc



# Meet your new social media team.

Using social walls, your customers are your marketing force.

Allow your customers to share their experiences and drive interaction! A #SocialWall allows customers to make a post with a predefined hashtag and have it appear on your wall in real time. Your customers on average have a social following of hundreds of people, so every time they make a post hashtagging your facility you get free advertising to their entire network!



Post



Approve



Display



# Proprietary analytics.

## Take the mystery out of store traffic flow.

Enlighten utilizes visitor data-sets for comparison against your sales, advertisements and events. This analysis shows you what works, what doesn't work and allows you to game plan based on reliable traffic data. With these measurements locations can now gain a better understanding of their customers.

### Know



Daily traffic count.



Peak traffic hours.



How often they return.



How long they stay.



# Point of sale advertising.

## Product suggestions when they matter most.

Like traditional television, Enlighten TV is more than just a constant stream of advertisements, providing the right content at the right time. When you advertise on Enlighten TV, not only do you get engaged viewers watching your promotions, but advertisers also get the only verified impressions through our tracking system - TrafficWise.

### SMS (Text) Integration



### Brand Video



### Sponsor Segment



### Brand Trivia



*"For each dollar spent on out of home advertising like Enlighten's network, an average of \$5.97 is generated in product sales."*

*-2017 Report of Outdoor Advertising Association of America*

