



Harness the Marketing Power of Video for your In-Store Displays



There's no question that video has real marketing power—with 93% of marketers reporting that they landed new customers by using video in their campaigns. Raydiant's free Video app lets you upload videos for display on your in-location screens, and without a designated video player or additional software. Raydiant's plug-and-play device gives you instant video playback powers—just plug the ScreenRay device into the back of your in-store TV, follow the setup prompts, and start uploading and playing videos immediately! Branded videos, company commercials, and other video content is a huge hit with customers—who reportedly spend an average of six hours a day watching online videos. Engage your customers with this proven form of media marketing, providing an entertaining and informative way to connect with your brand for their in-store visits.

The Video app is just one of the many apps included free with a Raydiant Lite subscription. Along with posting on-screen videos, use Raydiant's free apps to create and display digital posters, live news and weather feeds, social media walls, and more. Higher tier subscriptions include access to Raydiant's premium apps, which offer additional functionality like custom background music and music videos, menu management, video conferencing, and other features.

 **CATEGORY**
Marketing

 **FEATURES**
Videos

 **SUBSCRIPTION REQUIREMENTS**
Raydiant Lite Subscription



Pricing **FREE**

A MORE ENTERTAINING WAY TO CONNECT WITH YOUR BRAND

What do customers want from brands? We don't have to guess: 85% of them say they'd like more videos, please! Give your in-store customers what they want with engaging video displays on your Raydiant screens. Share your brand story via video, post your commercials, and share your most entertaining social media videos on the big screen to create an instant brand connection.

RELIABLE PLAYBACK—NO BLUE SCREENS OF DEATH

Raydiant's system has a 99.95% uptime for service, meaning your videos will always play without interruption. This is truly "set it and forget it" video playback at it's finest. You don't need IT help to make sure your screens—and videos—are functioning as you need them to.

NO VIDEO PLAYER NEEDED—SIMPLY UPLOAD AND PLAY

Overwhelmed by the number of video players out there? Don't want to install a bunch of space-hogging hardware and complex software to make in-store videos happen? With Raydiant's all-in-one system, you don't need any additional hardware or software—start uploading and playing your MOV and MP4 videos instantly!

REMOTE MANAGEMENT FOR ALL YOUR LOCATIONS

Want to add one or two more videos to your playlist? No problem! You don't need to be at your brick-and-mortar location to manage your videos; you can do it from anywhere! Raydiant's cloud-managed interface means you can log in on any device and from any location to upload and make changes to your videos and screen content.