



# NINTENDO Retail Comms Unit (RCU) SECOND GENERATION Worldwide Capability

The latest state of the art communication electronics embedded into a retail display which will help drive sales through Nintendo's retail partners. A scrolling message, countdown clock module and colour LCD display has the capability to communicate messages in-store and receive back status at head office using GSM technology. All RCUs can be updated simultaneously, or individually in seconds with no store staff involvement.

An LCD screen area in the centre of the RCU enables Nintendo to send a programmable sequence of static images for a new product launch or promotional campaigns direct to store. An optional Bluetooth Dongle in the RCU enables consumers to download Nintendo based material onto mobile phones eg Wallpapers, Themes ringtones etc free of charge

## FEATURES

- Low cost Plug & Play displays which include state of the art GSM communications - plug into a mains power socket and go - no telephone line required !
- Flexible fixing options - behind the counter, window or slat wall
- Updated & controlled from a central Nintendo site, using secure internet based management software with customised reports
- Low cost updates - typically 28 UK pence (USD \$ 0.48) per update per display
- Focused on "sound bite" tactical messages to the in store customer
- Dynamic, consistent messaging
- Countdown timer - builds excitement prior to launch and enables stores staff to take pre-orders

**NEW** LCD displays give consumers sample screen shots of new games

**NEW** Bluetooth dongle makes RCU interactive - gamers can download Nintendo material onto their mobile phones and Nintendo become aware of the number of interactions

## BENEFITS

- Increase in sales - encourage customers to pre-order
- Creates additional interest & attention in Nintendo products being sold within the store
- Movement increases attention by 17-24% (Instore Mag. 2006)
- Window display gives customers a reason to come into the stores
- Cost saving compared with conventional POP and posters - no set up, printing or distribution costs associated with current paper based methods
- Update an entire estate of 1000 displays in a matter of seconds for less than £280 (USD \$480)
- No store staff involvement - Nintendo can control the RCU remotely
- Compliance - ensure all stores have displays switched on
- Ideal for tactical marketing or special promotions. React to competitor's actions instantaneously
- Helps educate consumers and also helps focus sales staff on promoting key new products
- RCU can be used to train sales staff in-store
- New product awareness eg new game
- Easy low cost installation
- Bluetooth Dongle and marketing "freebies" gives customers a reason to enter the store
- Flexibility - send same message to all displays: by region or individually, ideal for test marketing an idea or theme
- Suitable for all retail environments globally and reflects favourably on new innovative gaming

Secure Internet Management System



An optional Bluetooth Dongle in the RCU enables consumers to download Nintendo Brand material onto mobile phones eg Wallpapers, Themes ringtones, promotions, competitions, animations etc.

