

**TENSATOR®**

**Virtual Assistant**

**10x** more effective at  
influencing behavioural change  
than other forms of digital signage\*

tensator.com



\*Source: Virtual Assistant was 10 times more effective than a video wall at communicating a promotional message in tests at a UK DIY store



***Bring the WOW factor to your environment***

***Use signage to tell a story***

## **Improve profitability, efficiency and revenue within your business**

The Tensator Virtual Assistant is a high quality, eye catching digital signage solution. It is fully customisable and is **proven to make and save money for organisations** by delivering informational, instructional and promotional messages more effectively.





## Increase sales

The Tensator Virtual Assistant has been proven to **increase unit sales by 75% and dwell times in merchandised space by 50%**, offering the opportunity to improve 3rd party advertising revenue streams.

## Case study

The Tensator Virtual Assistant was used to promote the new range of Milka Biscuits and Cakes for Mondelez International. It was a huge success and saw a significant increase in sales.



# Save money with improved efficiencies

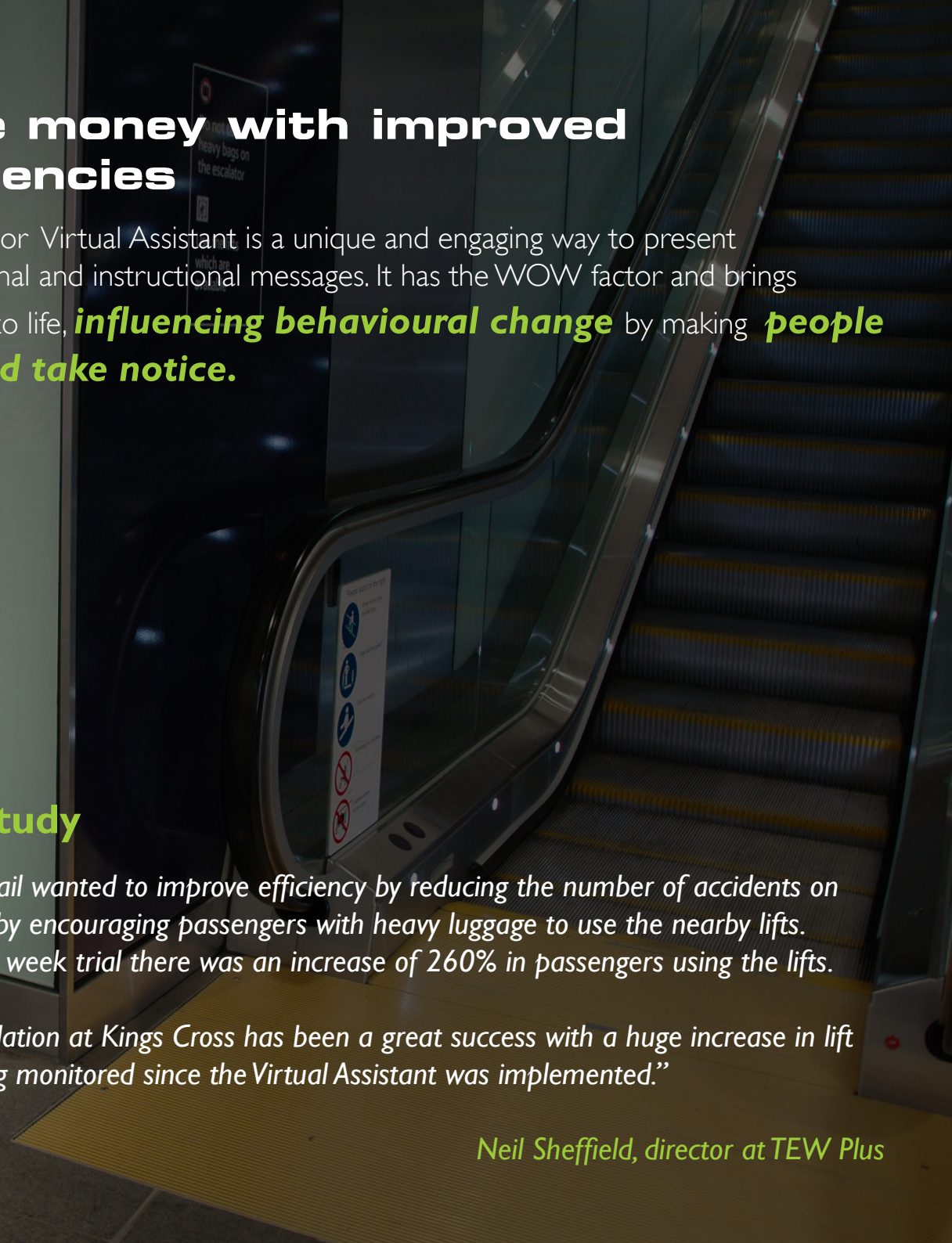
The Tensator Virtual Assistant is a unique and engaging way to present informational and instructional messages. It has the WOW factor and brings messages to life, **influencing behavioural change** by making **people stop and take notice.**

## Case study

Network Rail wanted to improve efficiency by reducing the number of accidents on escalators by encouraging passengers with heavy luggage to use the nearby lifts. During a 6 week trial there was an increase of 260% in passengers using the lifts.

*“The installation at Kings Cross has been a great success with a huge increase in lift usage being monitored since the Virtual Assistant was implemented.”*

*Neil Sheffield, director at TEW Plus*





# Increase campaign awareness

The Tensator Virtual Assistant is an innovative way to bring together your whole marketing campaign at point of sale.

By using imagery, music and messaging that is consistent with the rest of the campaign you can **increase awareness** and strengthen your message.



## Case study

Coca Cola Enterprises used the Tensator Virtual Assistant that they named *Isabelle* to boost awareness of their 'Share a Coke' campaign within the cash & carry retailer Dhamecha.

*"Digital shopping marketing innovation, such as 'Isabelle', is a creative and fun way to reach our customers with the campaign and is a piece of genuine digital innovation that we're excited to bring to the market to build on the success of last year's campaign."*

*Simon Miles, digital director of CCE*



# The animated Tensator Virtual Assistant

*The world's first animated Virtual Assistant is here*

*Create control and change your own content*

*Use your brand ambassador to deliver messages in an eye catching and engaging way*

*The animated Tensator Virtual Assistant can be updated remotely. This allows you to quickly and easily refresh your own content with new promotional offers or messages as frequently as needed without incurring additional costs.*

*“It's a really engaging promotional tool. An in-built sensor tells Gaffer when he is on his own so he can call out to passers-by to get them to come over and look at the current tea offers he has on his iPad. A number of different scripts have been developed for him and we can manage these remotely to ensure that he is as up to the minute as possible.”*

*Andrew Pearl, Director of Customer and Shopper Marketing, Tata Global Beverages Ltd*



# Virtual Assistant

## Features and benefits

### Multi-lingual

Ability to communicate in any language including sign language

### Add graphics to enhance your message

Add and change graphics or products using special effects

### Web-based scheduling facility

Allowing you to control a number of different units

### World's smallest footprint

Best utilisation of space with a footprint of only 50cm x 50cm

*The Tensator Virtual Assistant offers carefully considered design and engineering - making it the global leader in this kind of technology*



### Influences behavioural change

Connects with an audience, providing an entertaining, engaging experience and delivers consistent and clear visual and audible messages

### Interactive tool

The touchscreen can be used as a virtual helpdesk allowing up to 11 messages for communication, way finding, FAQ, help and advice (optional upgrade)

### Bose speaker

Voice tuned amp to give clarity of sound

### Proximity sensor

Enables presence detection and ensures message delivery to the target audience

### Lockable wheels

Mounted on lockable wheels so transport between locations is simple



## Custom design

### Let your imagination take over

Work with us to create a custom, one of a kind unit that captivates your audience and strengthens your brand.



# ALIEN

EAU EXTRAORDINAIRE

## Case study

“It was great to achieve our own ‘virtual goddess’ for the Alien Eau Extraordinaire fragrance launch. It is vital for our brand for us to be creative innovators”.

Vicky Barrett, Design and Merchandising Manager  
at Clarins Fragrance Group

# ALIEN



**TENSATOR®**

**We're here to help**



For more information about our full range of products and services, please do not hesitate to contact:

**Tensator Limited**

Danbury Court, Linford wood  
Milton Keynes, Bucks, MK14 6 TS, UK

tel: +44 (0) 1908 684 600

fax: +44 (0) 1908 684 700

**We are Tensator**

and we increase

**profitability efficiency revenue**

**+44 (0) 1908 684600   info@tensator.com   www.tensator.com**

MILTON KEYNES

+44 1908 684600

NEW YORK

+1 631 666 0300

DUBAI

+971 4 2997228

PARIS

+33 1 43 09 85 00

FRANKFURT

+49 69 3003 890-0

WROCLAW

+48 71 359 3800

[www.tensatorgroup.com](http://www.tensatorgroup.com)

Owing to the dynamic nature of our business, specifications are constantly being changed and therefore this literature is for informational purposes only. For the most up to date information, please visit our website [www.tensatorgroup.com](http://www.tensatorgroup.com). Tensator makes no warranties, express or implied, in this document. E&OE.