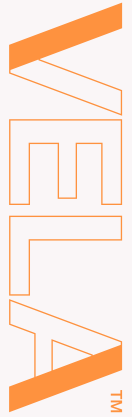




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Create customer engagement with Vela™

Today's retailers must be bold and innovative to attract consumer attention in a crowded market. The Vela™ Dynamic Display System from Avery Dennison offers what retailers need to achieve optimal visibility, engagement and wow factor.

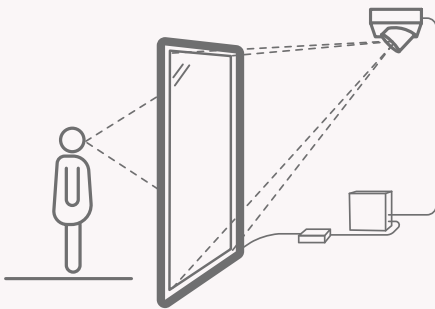


Vela™ is a retrofit solution, adaptable to indoor storefront windows of any dimension, that allows retailers to transform transparent windows to advertising display screens, alerting customers and onlookers about promotions, flash sales and new products.

When connected with artificial intelligence systems and touch screens, Vela™ becomes a powerful channel to deliver personalized media content, specific to each individual consumer.

Vela™ offers retailers:

- Easy operation
- Branding imagery brought to stunning life
- Increases footfall
- Transparent when not in use
- Attracts consumers' attention
- Adds WOW factor to heighten customer experience
- Provides ability to focus on special offers
- Customize content on demand



Features + Benefits:

- Fully integrated solution for dynamic display
- Unique multi-channel control to syndicate messages across multiple locations or broadcast store-specific advertisements and media
- Ability to retrofit on almost any existing interior glass
- No-glare, rear projection
- Excellent transparency and clarity when 'on', full opacity when 'off'
- Virtually instant on-off switching
- Easy replacement when required, backed by Vela™ warranty
- Supported by installers from our Vela™ certified team

Product Specifications:

- Multi-window control
- Scratch-resistant hard coating to ensure easy, scratch-free maintenance
- Advanced channel controller hardware delivers best performance:
 - Improved power protection
 - Compatibility with smart systems and wifi
- Ability to project high resolution content
- Compatibility with media management software
- 178° viewing angle
- Customization: Laser cut to different shapes and sizes
- Low energy consumption

Ideal use cases for Vela™:

- Product rollout: Vela™ gives customers the opportunity to see your latest products in action
- Announcements: Grand openings, sales, loyalty programs and other perks catch more attention in motion than with static images
- Logos and branding: Continually reinforce the connection between you and customers with branded dynamic display
- AI Advertising: Vela™ can deliver personalized media messages when paired with AI platforms



Engage customers



Customize content



Multi-window control



Retrofit solution

To learn more about how the Vela™ Dynamic Display System can be ideal for your business, contact: vela@averydennison.com

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