



## LG DIGITAL SIGNAGE SOLUTIONS FOR HEALTH PROTOCOL

### Introduction

Customers rely on essential businesses for food, medication and other daily needs. With such high traffic, it is vital for these businesses to effectively communicate in-store COVID-19 health protocol updates and address real-time issues to keep both customers and employees safe.

To help essential businesses relay important ongoing information to customers and employees, LG Business Solutions has introduced a suite of cart-based digital signage bundles that allow store owners to easily communicate health and safety protocol messaging in real-time where it will be most effective.

### Digital Signage Bundles

Each easy-to-use bundle includes a 49- or 55-inch LG commercial display integrated with the webOS Signage™ platform, a Peerless-AV® SmartMount® Flat Panel Cart with casters for mobility and a 60-day free trial of EngagePHD™ content management software from Ping HD. With these bundles, businesses can quickly deploy solutions with ready-to-use social distancing templates throughout their store.

## Applications for Essential Businesses

### Grocery Stores

With restaurants closed and customers feeling hesitant to eat a sit-down meal in public, many people have turned to home-cooking which led to an increased number of daily shoppers. Grocery stores need solutions to easily inform customers about new store hours for seniors; health and safety protocols; availability and purchase limits of high-demand items while also quickly deploying wayfinding solutions at the store entrance to minimize foot traffic congestion. In employee-only areas, grocery stores need to communicate procedures for cleaning and sanitizing high-touch areas, checkout areas and rest rooms, plus current company policies affecting staff.



## Drug Stores

COVID-19 has not dramatically altered the frequency of in-person pharmacy visits. Out of 47% of consumers who received new medications, 90% did so at a local retail pharmacy<sup>2</sup>. Drug stores can use LG solutions to display new business hours; health and safety protocols; community health testing information; drive-through, curbside pickup and home delivery services; prescription drop-off/pickup guidelines; and purchase limits for high-demand items. In employee-only rooms, drug stores need to communicate cleaning and sanitizing procedures and company policy updates.



## Do-it-Yourself (DIY) Stores

Major DIY stores such as Home Depot and Lowe's have experienced an increase in store visits and purchase intent year-over-year<sup>3</sup>, making clear communication with customers more important than ever. LG solutions allow DIY stores to display maximum customer capacity; health and safety protocols; current store hours; and information about online ordering, curbside pickup, in-store pickup and returns while wayfinding information can help minimize foot traffic congestion. Digital signage in employee break rooms can display customer limit protocol, enhanced cleaning procedures, updated company policies and more.



## About EngagePHD CMS Software

EngagePHD makes it easy to create, manage and monitor digital signage solutions from a single interface. It is designed to work seamlessly with LG's webOS Smart Signage displays and works with many popular media players as well.

## Conclusion

As essential businesses continue to serve customers and maintain social distancing and safety policies, they can trust LG to provide robust digital signage solutions to communicate health protocols and enhance the customer experience. These and other LG digital signage bundles are available now through select LG distribution partners. To learn about the bundles and special discounted pricing, [click here](#).

### Sources

1. <https://www.economicmodeling.com/2020/03/25/covid-19-effect-on-restaurants/>
2. <https://www.healthcarefinancenews.com/news/most-consumers-have-changed-healthcare-usage-covid-19-pandemic-survey-shows>
3. <https://tickertape.tdameritrade.com/investing/how-covid-19-is-sparking-diy-home-renovation-18037>