

JLS

jls digital ag.

Swiss based Digital Signage Integrator



14.4.2024

Damian Schärli

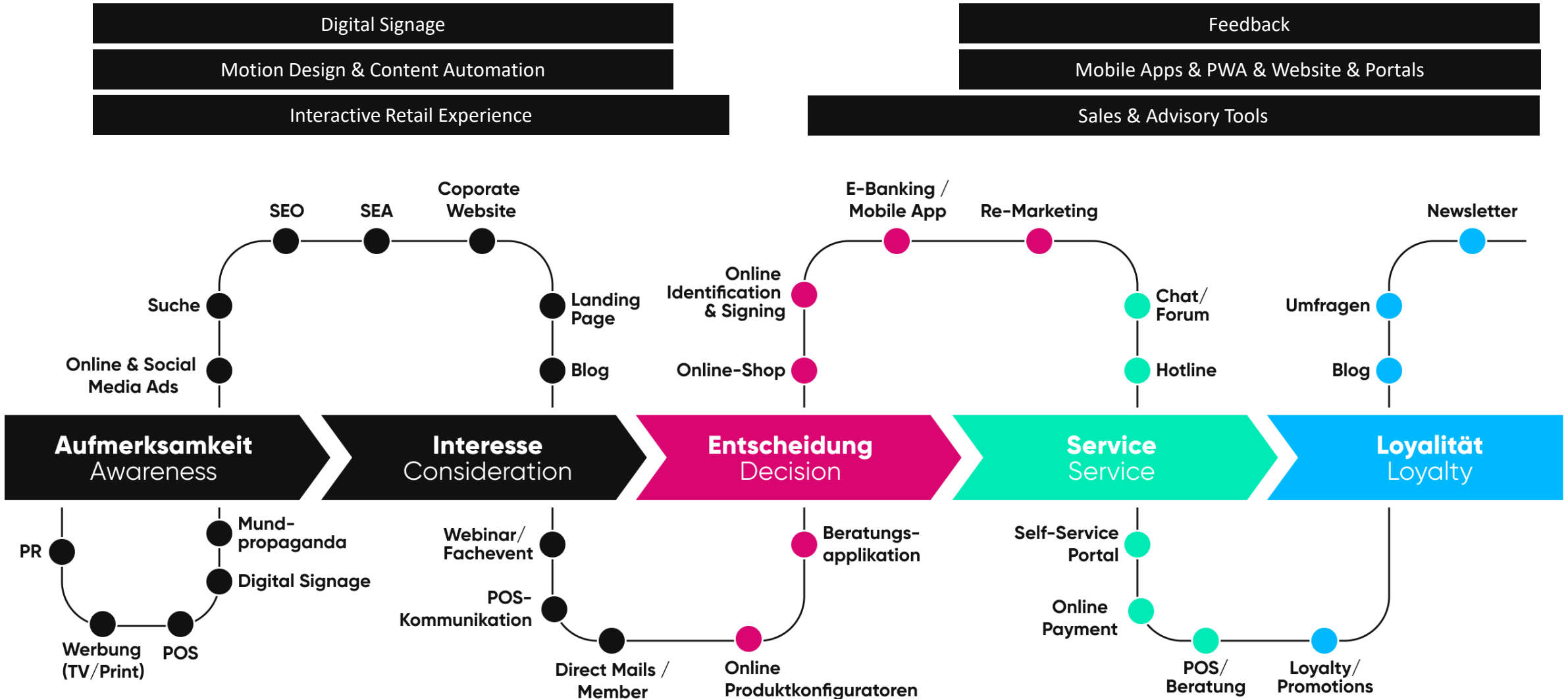
Our vision

jls connects brands with
people.

jls.

A person is holding a tablet computer. The screen of the tablet displays a vibrant, multi-colored gradient background transitioning from light blue at the top to bright pink at the bottom. In the center of the screen, the lowercase letters "jls." are written in a white, sans-serif font. The person's hands are visible, holding the tablet from the sides. The background is dark and out of focus, showing the profile of another person's head and shoulder.

Die Customer Journey and jls



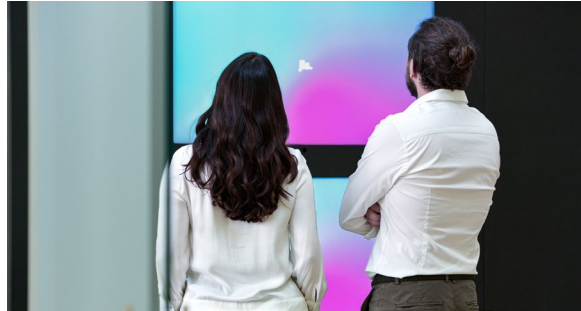
Customer experiences with an impact.

The best of marketing, creation and technology. With stories, that inspire.
With designs, that set new standards. With technologies, that enable us to push forward into new spheres.



digital signage.

Your brand staged in an eye-catching and unforgettable way. With technologies that inspire.



motion design.

Your messages, communicated in motion in all digital channels. With stories that inspire.



mobile apps & pwa.

Your services and offers always at your customers fingertips. With designs that inspire.



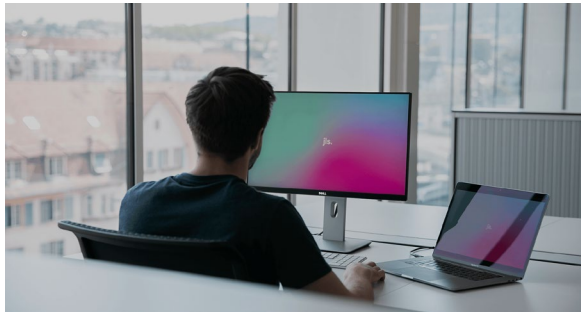
sales & advisory tools.

Your products presented interactively and individually. With solutions that convince.



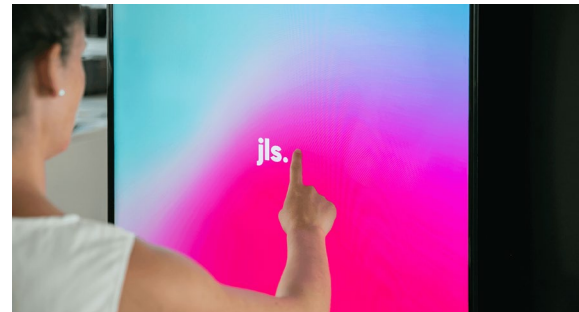
content automation.

Your messages, communicated in motion in all digital channels. With stories that inspire.



websites & self-service portals.

Your services and offers always accessible. With functions that connect.



interactive experiences.

Your retail spaces and showrooms enhanced interactively. With experiences that last.



customer feedback.

Real-time satisfaction measurement at the point of experience. With feedback that counts.

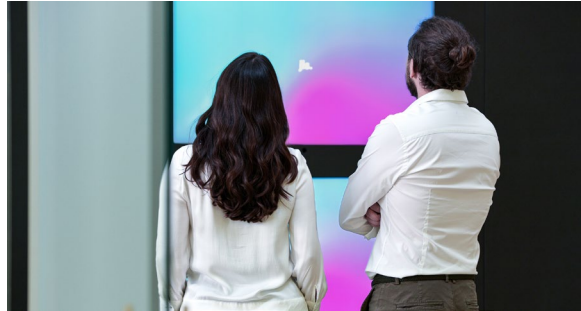
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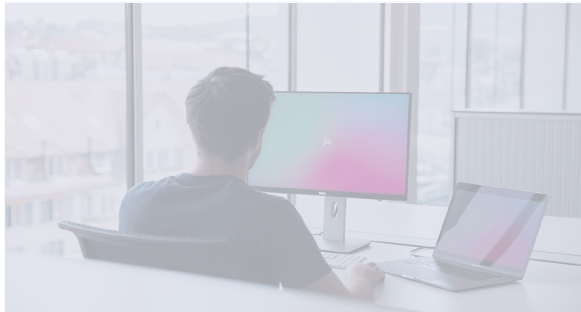
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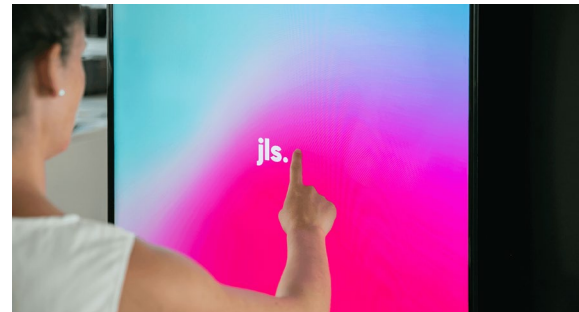
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Real-time satisfaction measurement at the point of experience. With feedback that counts.

Our offer

Digital Signage.

Your brand is staged in an eye-catching and unforgettable way. With technologies that inspire.

Innovative digital communication solutions at the stationary point of sale create unique brand experiences and increase your brand perception, increase frequencies and promote proximity to your customers.



Our offer

Motion Design.

Your messages communicated in motion in all digital channels. With stories that inspire.

Creative moving image productions, unique ideas and strategies communicate your messages emotionally and effectively for all target groups.



Our offer

Content Automation.

Your content efficiently prepared and pinpointed played out. With tools that accelerate processes.

Data-driven marketing supports you in reaching your target group with relevant messages at the right time, strengthening your advertising impact and reducing your marketing costs.

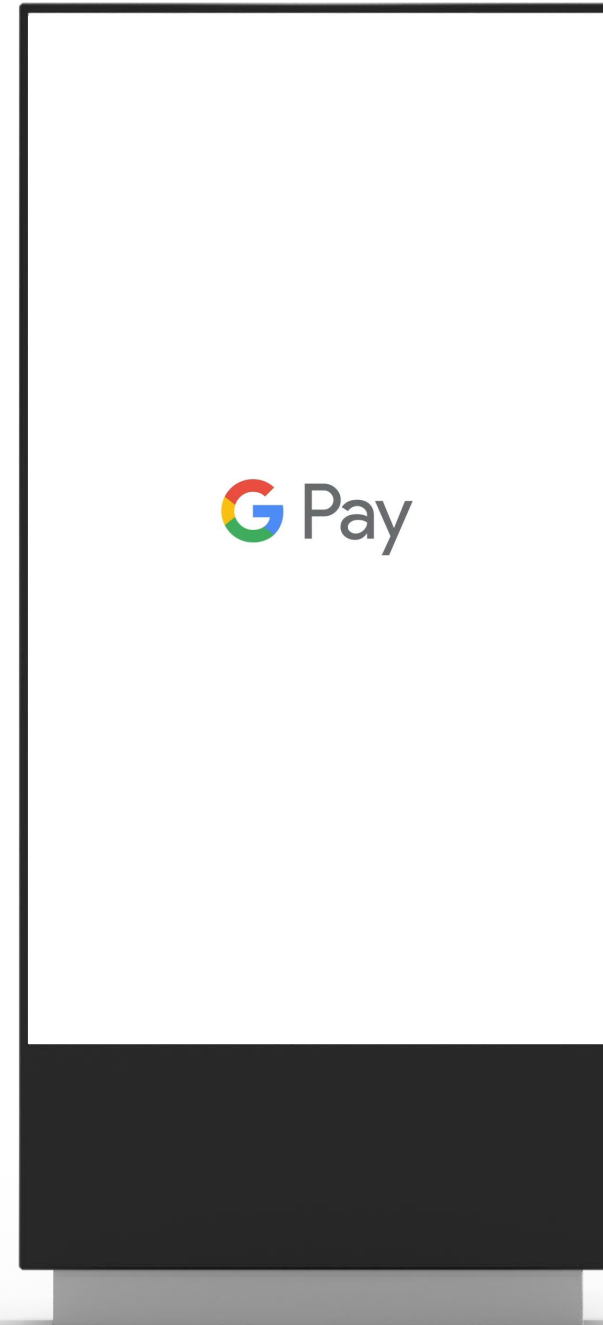
Four overlapping smartphone screens displaying Google Pay transaction history. Each screen has a localized text overlay in a green circle:

- Top-left: "Payez maintenant sans contact" (Pay now without contact)
- Top-middle: "Pagare da subito senza contatto" (Pay immediately without contact)
- Top-right: "Jetzt kontaktlos bezahlen" (Pay contactless now)
- Bottom-right: "Payez maintenant sans contact" (Pay now without contact)

The transaction lists on the screens include:

- Shopping Store CHF 88.95
- Supermarkt CHF 9.50
- Handlungsbuch CHF 88.95
- Zugkräft CHF 36.95
- Supermarkt CHF 9.50

At the bottom of the screens, the Google Pay logo and the UBS logo are visible.



A smartphone screen displaying a promotional message in French:

Google Pay est maintenant disponible pour vous
Enregistrez votre carte de crédit UBS
et gagnez un Google Pixel 4 XL

At the bottom, the Google Pay logo is visible. A green circle overlay on the right side of the screen contains the text "Payez maintenant sans contact".

Our offer

Interactive retail experiences.

Your retail spaces and showrooms are enhanced interactively. With experiences that last.

Multi-sensory and interactive retail solutions merge your stationary sales channel with the digital world in order to strengthen your brand and inspire your customers.



myjls experience platform.

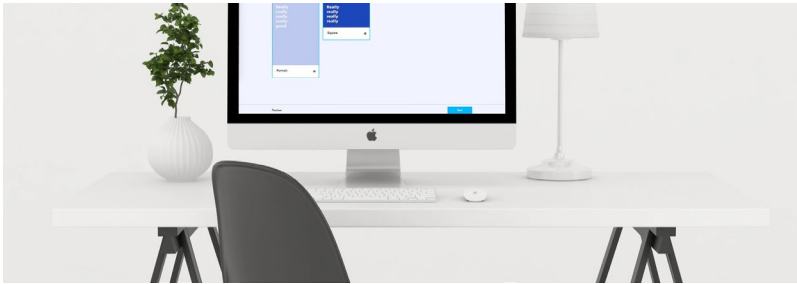
Using the myjls ecosystem to shape customer experiences with an impact.

From holistic POS marketing campaigns to the design of cross-media customer experience chains to the provision of applications for branch employees or mobile or web-based end customer channels - all of this can be implemented and operated in myjls.

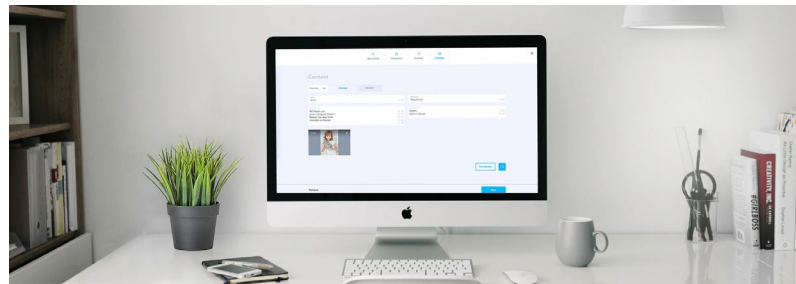


The most important modules at a glance.

As an experience platform, myjls offers comprehensive services from content creation to content management, the connection of peripheral systems to the management of the entire network.



myjls: Content Manager / Templating



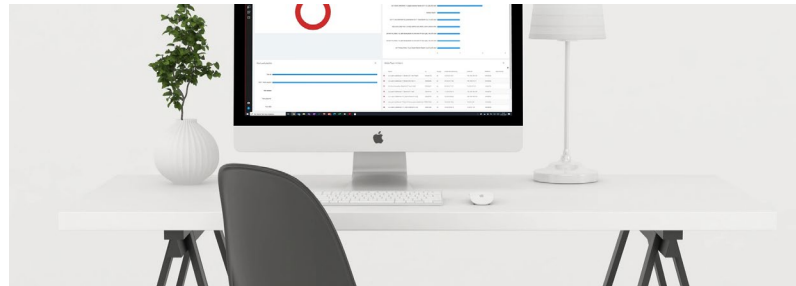
myjls: Content Creation Hub



myjls: Insights & Analytics



myjls: Sense



myjls: Network Operation



myjls: Interactive

Our team

100 digital experts located in Lucerne, Zurich & Bern.

Experts in the fields of consulting, communication consulting, project managers, interaction designers, software developers, operations specialists, motion designers, 3D experts and field service supporters.



In long-term partnership with over 80 Swiss brands.

jls maintains long-term partnerships with customers, suppliers and employees. Despite rapid growth in recent years, we have been working with our customers for over 7 years on average.



Reference - Swisscom

Digital Signage.

High degree of digitization sets a new benchmark

With the new Retina concept, Swisscom is consistently digitizing its entire shop space. The store concept consists of a total of 7 modules and between 38 and 40 digital elements per shop. The integration of digital possibilities at the POS opens up a wide range of opportunities - whether in the shop window or in the customer zone. State-of-the-art retail solutions support dialogue with customers, increase the quality of advice and underline Swisscom's technical competence.



Motion Design.

Digital content shapes the shop experience.

The Digital Windows start at the beginning of the Customer Journey and form the first digital touchpoint. By combining landscape and portrait formats, more attention can be created and profiling in the shop window can be further strengthened. After entering the shop, the customer is offered orientation. The content on the Accessory Wall shows which products can be purchased on the respective shelf. In addition, the content serves to supplement the physical products. At the New Business Table, features of Smart Home devices are shown and thus made tangible.



Ladegeräte



Audio



Highlights



Nahtlos verbunden mit Samsung Galaxy







Musik- und Sportsender

blue TV XL

Klimaneutral

sky

blue Premium



Day Zurich

Grüezi – Bienvenue
Benvenuti – Welcome



UBS Switzerland

UBS

Digital Signage

Digital Communication at the POS

jls designs and implements national brand campaigns and regional communication activities for UBS. The internal and external communication presents UBS as a universal bank with all products and services, services and commitments.

jls supports UBS in the technical setup, the maintenance and is responsible that all screens in Switzerland play the right content at the right time. This can be regional content or national all based on the DISE Plattform.



UBS

Flagships

Selected Flagship Installations

Selected flagship locations are equipped with multi-screen installations. This digital signage solution allows the coherent display of brand and product campaigns across multiple screens. These installations enable exciting interactive and innovative 2D/3D and video implementations.



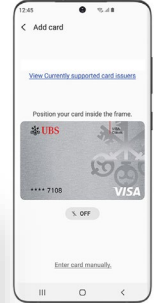
Example Samsung Pay



Jetzt kontaktlos bezahlen

Halten Sie die Geräteckebe an den Kartennäherer
Einführung anzeigen

SAMSUNG Pay | **UBS**



Add card

View currently supported card issuers

Position your card inside the frame.

UBS VISA

**** 7108

on

Enter card manually.



UBS VISA

**** 7108

PAY

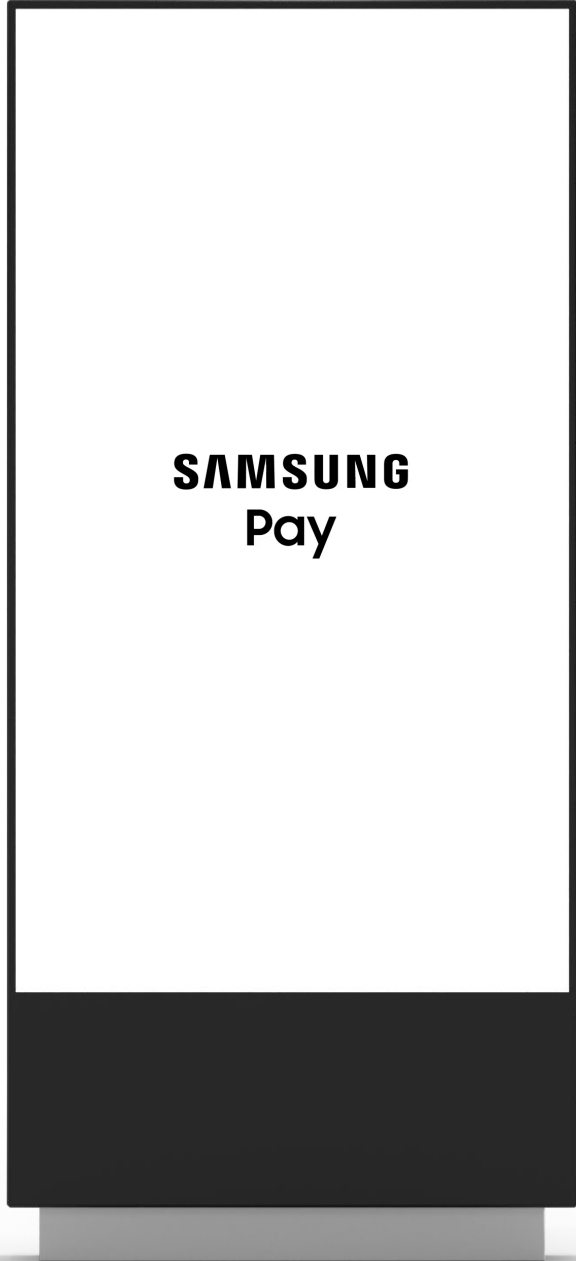
Samsung Pay est maintenant disponible

Ajoutez une carte de crédit UBS et gagnez 1 des 3 Galaxy S20 Ultra 5G

Payez maintenant sans contact



SAMSUNG Pay



SAMSUNG Pay





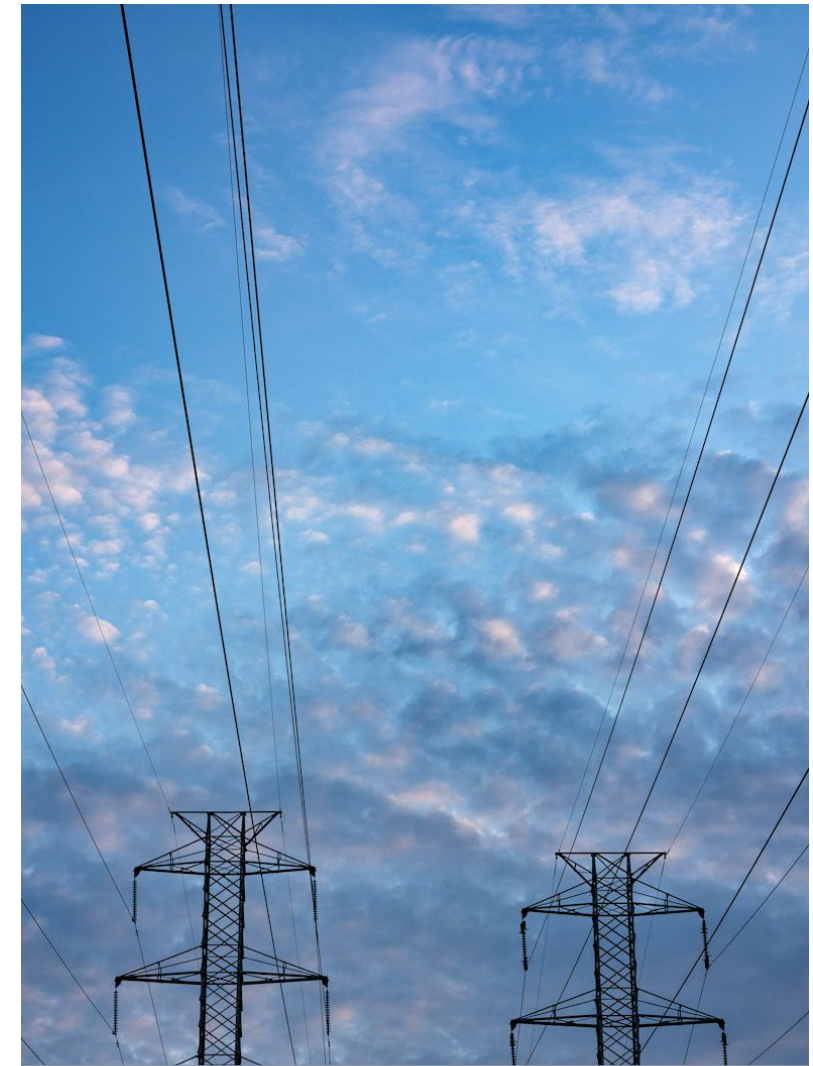
Key Take-aways



Working together on cases / Support for pitches



Develop customer-centered functionalities (make/buy)



True partnership with focus on success on both sides

We look forward to
connecting your
brand with people.