



EVERY SCREEN IN YOUR STORE CAN BECOME A REVENUE LEVER

StoreSPARC Multimedia Platform turns passive
in-store screens into revenue-driving
touchpoints - in real time, from one dashboard!

The In-Store Blind Spots Costing You Revenue



- Retailers lose up to **70%** of impulse purchase potential due to static, outdated in-store signage.



- In-store campaign rollouts take **days** of manual coordination - Posters, shelf tags, overnight resets.



- Over **60%** of purchase decisions are made at the shelf, yet most stores have zero dynamic influence at that moment.



- Brand partners are willing to pay for in-store screen presence, but most retailers have no way to package or **monetise it**.



Key Challenges

- ✗ No dynamic content delivery at the point of purchase decision.
- ✗ Manual labour required to change in-store printed offers which is time consuming
- ✗ Screens running passive content with no quantifiable link to marketing goals.
- ✗ No mechanism to monetise in-store screen real estate as advertising inventory.
- ✗ Limited ability to personalise or time-target promotions across store locations.

With StoreSPARC's Multimedia Platform You Can:
Trigger **impulse purchases**. Influence the **basket**.
Unlock new **ad revenue**.

Your end-to-end platform to manage, schedule, and deploy dynamic in-store content from a single dashboard, across every screen, in every store.



Drive Impulse Purchase

Flash offers and discovery content triggered on screens as shoppers browse nearby aisles.

Influence Purchase Decisions

Timed announcements + on-screen video that nudge shoppers toward priority or higher-margin products at the shelf.



Digital Endcaps

Rotate promotions hourly. Launch campaigns, spotlight products, or feature partner brands with no change in physical setup of the store



Business Impact



Higher basket value

through real-time impulse and cross-sell activation at the shelf.



New revenue streams

from vendor and brand partner advertising on your screen network.



Faster campaign execution

from days of manual coordination to minutes of deployment through a single dashboard.



Stronger marketing ROI

with campaigns that influence purchase behaviour at the point of decision.



Increased Operational efficiency

with no printed posters, no overnight resets, no store-level coordination.



Marketing positioned as a revenue driver

where Campaigns become measurable commercial contributors.

Your Screens Can Sell. Let Us Show You How.

A short demo is all it takes to see the revenue impact StoreSPARC Multimedia can unlock for your stores!

[Book A Demo Now →](#)

About Centelon Group

Centelon is a Melbourne, VIC-based technology solutions company that has grown from two employees in 2017 to nearly 400, spread across multiple locations. We serve several large and medium enterprises as well as government departments and non-profits in their digital transformation journeys. Over the course of several years, we have built several IP assets that enable us to significantly increase impact for our customers' businesses and improve time to realisation for them.



About Centelon Robotics

Backed by the Centelon Group, our vision is to integrate hardware precision, software logic, and intelligent responsiveness, to create solutions that align with how people live, feel, and work. From humanoid robots to IoT Platforms, Centelon Robotics transforms your world with automation, insight, and adaptive design.

