



## Virtual Try-On Experience powered by VeryPC's OPS Signage System



**GROUND  
SUPPORT  
LABS**

Ground Support Labs (GSL) is a team of experts with over 50 years of experience deploying audience engagement technology, audio-visual, and digital signage solutions.

The team focuses on building a deep connection between their clients and their consumers, using solutions that enhance customer experiences. They achieve this by cultivating strong, long-term relationships with their key partners and customers.

### Requirement

GSL offers a digital signage solution known as the virtual try-on experience. This innovative tool is designed to assist shoppers in making informed decisions while in-store by providing personalised guidance and the ability to virtually try on suitable products.

For this digital signage solution to deliver an engaging experience and capture the attention of shoppers, it required a powerful player. The player needed to facilitate a smooth, reliable and responsive customer experience with the content.

### Results

The OPS system has allowed GSL to deploy reliable, affordable and easy to manufacture solutions into the retail beauty sector. Its cableless design and impressive performance have streamlined operations, making installation and setup a breeze for the team.

GSL's virtual try-on experience allows their client to captivate shoppers and promotes products when and where it matters most - at the shelf. Valuable shopper insights and analytics to help the client personalise and target the experience to increase basket size and customer loyalty.

### Solution

GSL designed and built a custom made enclosure with integral LED Lighting, 22" HD PCAP Screen fitting the VeryPC **Open Pluggable Specification (OPS)** signage player within.

This powerful device features integrated Intel® Iris® Xe Graphics and is designed for 24/7 use, making it the perfect fit for engaging digital signage solutions and highly responsive interactive displays.

In addition to top-notch performance, the OPS system operates quietly, ensuring that our customers can fully immerse themselves in the virtual try-on experience we offer. It's truly a game-changer for providing the ultimate customer experience.



*"Collaborating with VeryPC gives us access to a range of Media Playback devices that allow us to select the right solution for our application. For our AR Beauty Mirror, the OPS is a perfect choice based on form-factor, reliability and performance."*

### **Martyn Barnett**

VP and Managing Director, UK/EMEA

