



South Africa: VSBLTY, Onix-Cognivas to deploy digital media solutions in c-store chain

The agreement spans five years with digital interactive placements and computer vision analytics software being installed in over 300 retail locations.

VSBLTY Groupe Technologies Corp., a leading provider of security and retail marketing technology, and its South African partner Onyx-Cognivas have reached an agreement to deploy multiple digital media solutions in a chain of fuel and convenience stores operating in South Africa.

The agreement spans five years with the solutions VisionCaptor and DataCaptor software being installed, starting in October, in more than 300 retail locations, each having three digital interactive placements as well as computer vision analytics.

“This marks an important milestone in how the retailer of the future is adopting, not only digital activation for enhanced customer engagement, but also the utilization of computer vision to provide validation and verification for media partners,” said Onyx-Cognivas Co-founder, Andrew Coudounaris.

“Progressive retailers are increasingly recognizing the value of monetizing their stores in a model where brands can purchase space as media. Interactive ad messages are now reaching, influencing and measuring consumers right at the point of sale where we are seeing major increases in conversion and ROI on these programs,” added VSBLTY Co-founder & CEO, Jay Hutton.

Headquartered in Philadelphia, VSBLTY technology provides customer engagement and audience measurement including store traffic and customer demographics.