

# PERCH

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## **PERCH DEMONSTRATES REVOLUTIONARY RETAIL DISPLAY TECHNOLOGY AT DIGITAL SIGNAGE EXPO 2013**

Perch Interactive brings cutting-edge interactive display technology to DSE 2013; establishes PERCH Partner Program with newly open platform.

**Las Vegas, NEVADA, February 27, 2013:** Attendees at Digital Signage Expo (DSE) 2013 will be among the first to see the latest additions to the PERCH interactive technology platform. Located at booth FT12 in the DSE Innovator Zone, Perch Interactive will be demonstrating PERCH, their groundbreaking, product-centered display technology for retail environments.

After 18 months in development, the PERCH platform is now accessible, via the PERCH Partner Program, to companies that would like to design and build PERCH displays for themselves and for their clients. Participants in the PERCH Partner Program will receive an SDK from Perch Interactive, complete with documentation, examples and templates, that will allow them to build new product-centered PERCH displays in a matter of days.

Perch Interactive will also showcase recent features such as the PERCH Cloud Server and PERCH Analytics at DSE 2013. The PERCH Cloud Server provides essential functionality to enable the deployment and management of PERCH across a large number of stores. It includes services such as hardware and software monitoring, as well as media distribution and management. The PERCH Analytics system tracks all shopper interactions with the products on display. All interaction data is uploaded to the PERCH Cloud Server and may be viewed as raw data or as a graph over time.

“My view is that in-store engagement should be centered squarely on the shopper and their connection with a product,” said Jared Schiffman, founder and CEO, Perch Interactive. “When a customer picks up a product on a PERCH display, that’s the beginning of the conversation. It’s also the moment that they are most receptive to receiving information. PERCH makes the product the interface to the experience.”

While existing PERCH experiences have been designed by Perch Interactive, the newly released development kit will allow any company to design their own interactive PERCH displays. Perch Founder Jared Schiffman notes, “We’re delighted to open up the PERCH platform via the PERCH Partner Program, and are excited to see the types of PERCH experiences developed by others working with our new media platform.”

On Thursday, February 28, Jared Schiffman will be speaking on the Samsung-sponsored DSE 2013 breakfast panel entitled Digital Signage 2020: Eyes on the Future. Alongside fellow panelists Curt Bailey (Sundberg-Ferar), Tim Huckaby (InterKnowlogy), and Christine Outram (Re:Imagine Group), Jared will discuss the role that interaction will play in the retail environments of the future.

Visit PERCH at booth #FT12 in the Innovator Zone at DSE 2013, at the Las Vegas Convention Center in Las Vegas, Nevada.

#### **About Perch Interactive, Inc.**

Perch Interactive, Inc. was founded in 2012 by Jared Schiffman and Phillip Tiongson, MIT Media Lab graduates and founders of design and technology firm Potion, to provide retailers with tools to motivate sales and invigorate the retail environment. PERCH displays sit firmly at the intersection of digital media and visual merchandising.

PERCH is an interactive retail platform attracts customers and motivates them to touch, pick up and discover products on display. As shoppers engage with the merchandise in the store, PERCH reveals dynamic digital content such as photos, video, product details, social media and user reviews, directly beside the product. PERCH Analytics registers every interaction along the way, providing valuable insights into consumer behavior and the in-store experience.

To learn more about PERCH, please visit [www.perchinteractive.com](http://www.perchinteractive.com).

#### **Contact**

Jared Schiffman  
Founder & CEO  
[jared@perchinteractive.com](mailto:jared@perchinteractive.com)  
M 718.974.2558

Katherine Keane  
Director of Marketing & Client Relations  
[katherine@perchinteractive.com](mailto:katherine@perchinteractive.com)  
O 212.334.1222

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