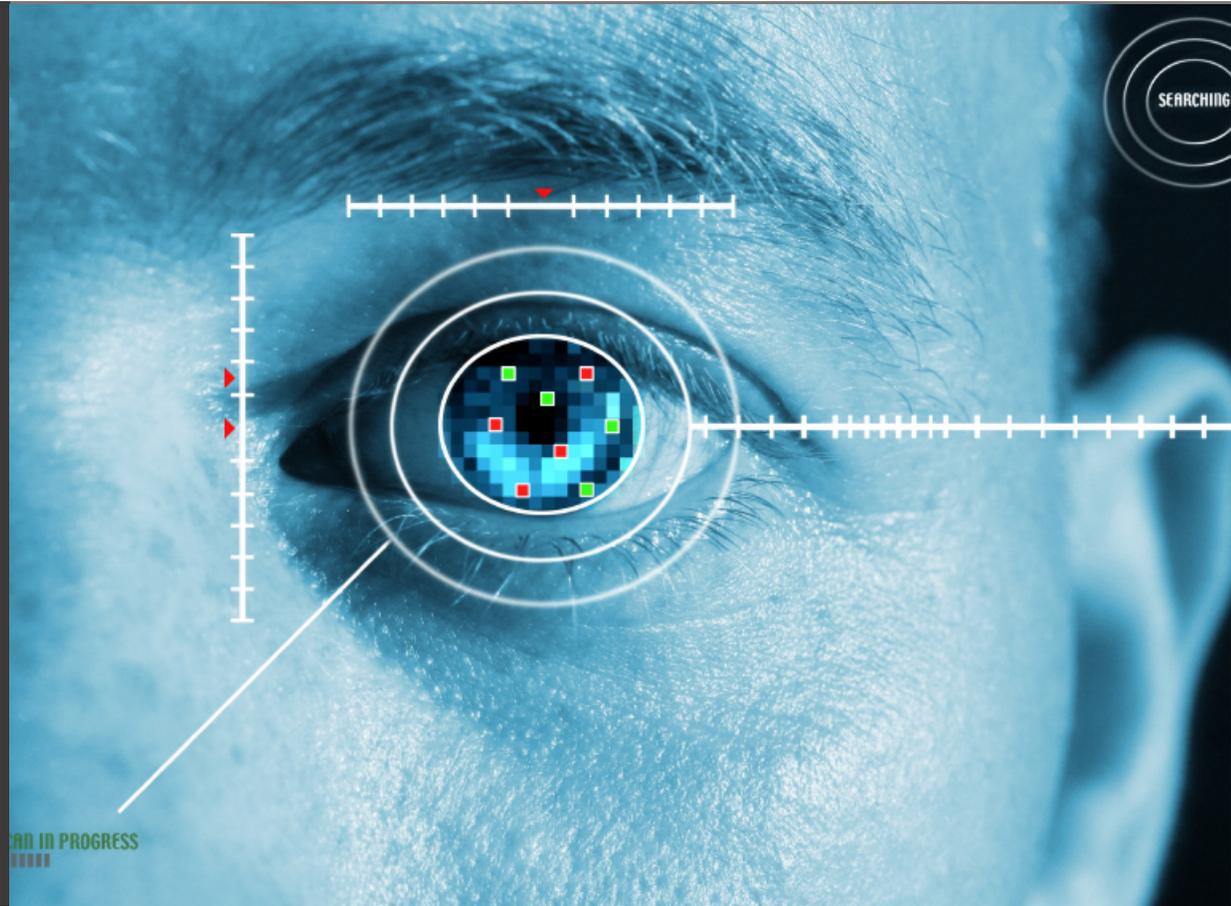


Digital Outlook 2017 – November 28, 2016

Digital Outlook 2017 – The Transformation of Business and Communications



Digital Outlook 2017 – November 28, 2016

Doug Bannister

CEO & CTO of Omnivex Corporation

Omnivex transforms the way organizations inform and engage with their audiences.

Offers innovative digital software that empowers organizations to deliver engaging visual communications and important real-time data to their audiences, on any screen.

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Jean-Pierre
Lacroix

President of
Shikatani
Lacroix

Shikatani Lacroix is a multidisciplinary branding and design firm.

Connects consumers with compelling and immersive brand experiences.

Leads the transformation of the customer experience by designing immersive purchase moments that connect in the blink of an eye.

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Impact of Technological Transformation

- Huge impact on consumer packaging, retail environments, corporate identity and branding programs
- Digital is a core element in consumer experience



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Shift in Corporate Mindset

For many years, the capital allocation was on hardware with very little attention to the content or software.

In the last five years, there has been a shift in focus to:

- Engaging customers to increase sales
- Effective content management

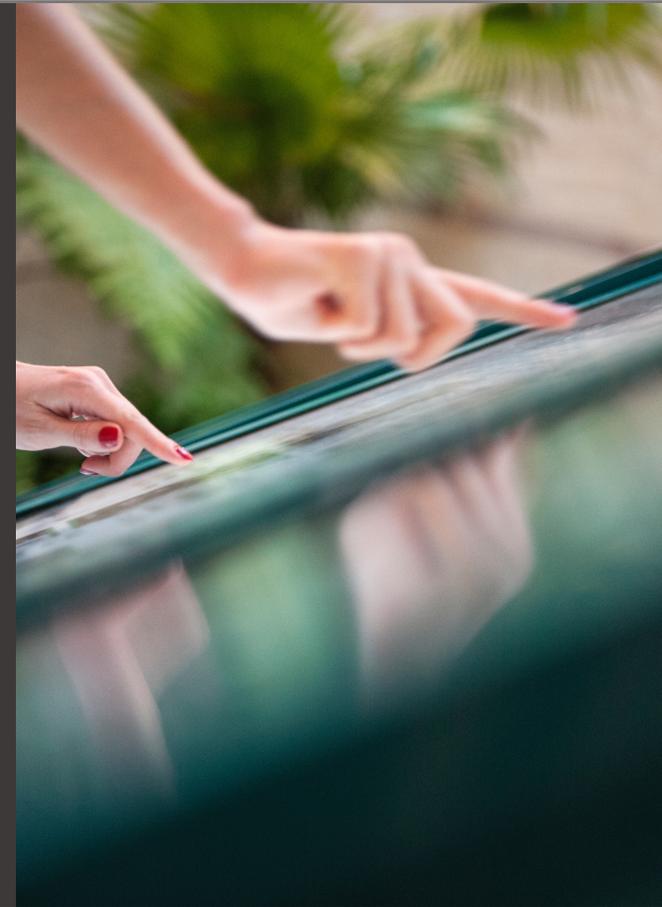
Content is the element that is going to change behavior.

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Successful Digital Implementation

70% of companies embark on a digital transformation, only 30% will achieve effectiveness.

With more deployment in the marketplace and the establishment of benchmarks, we're getting closer to reaching a numerical ROI.



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Driving Digital Transformation

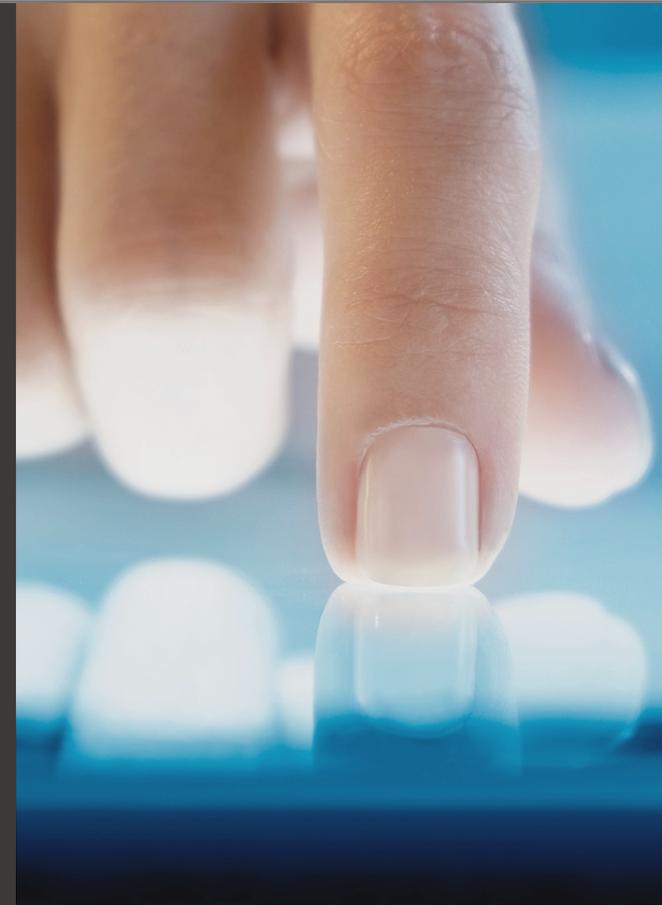
- Customer focus and relevancy
- Internal facing
- Employee productivity
- Cost reduction
- Leveraging Big Data



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Digital Transformations Affect on Shikatani Lacroix

- Designing has always been digital
 - Replacing typesetters with Mac
 - Applying Adobe products
- Transformation in how we look at business opportunities and challenges
- Solve our clients' problems through a digital lens



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Driving Benefits to the Customer

Communicate effectively at the moment of purchase – consumers buy emotionally

Digital technology allows you to connect with consumers emotionally (i.e., pictures, visuals)

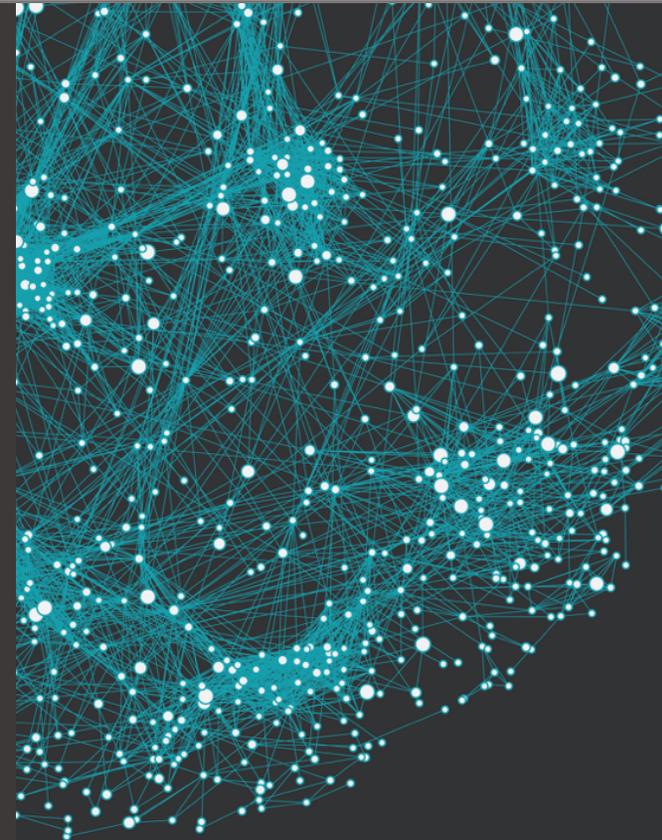
Consumers look for knowledge and answers to their buying decision

Digital provides opportunity to cut through the clutter

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Impacts & Benefits of Digital

- Industries under disruption need to leverage digital technology more effectively
- Finance industry is being disrupted by Fintech startups – Banks need to embrace this
- Retail industry – It's not all about transaction, it's about the moment of purchase and the emotional connection



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Future of Digital

Artificial Intelligence

- Cause: too much data
- Effect: introduce AI to eliminate human factor
- Impacts buying, shopping and lifestyle

Invisible Technology

- Eliminate steps and friction points in the process (i.e, mobile wallets, Google Maps)
- Physical restrictions of digital signage will diminish
- Further exploration of AR, VR, 3D and 4D projection

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Question Period

1.800.747.5150

Access:

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