

# Newsday

LONG ISLAND

## He sees what's in store

When it comes to the subject of display advertising in stores, Ben Weshler is an expert.

For 30 years, his company, now called Ovation In-Store,



Ben Weshler

has been designing and manufacturing the products manufacturers use to sell their products. He has spoken at conferences around the country about trends. So he carries authority when he talks about what we'll see in the store of tomorrow.

And the answer is: more digital displays, especially ones with touch screens so consumers can get detailed information on products — information that can be



tailored for different parts of the country and changed at a moment's notice.

And it's all because that's the medium we have come to expect.

"The world at large today is really screen-centric," said Weshler, an Old Westbury resident whose company is in Maspeth. "we all work off a computer."

"Most of us today have cell phones that more than likely have a screen built in. We've been watching television since before we were born. We understand the concept of getting information from a screen."

In this example of an Ovation In-Store display, left, a consumer may receive specially tailored up-to-the-moment information on the products. Below is another model of the display screen.



Weshler sees the displays popping up in more department stores, and in free-standing kiosks, as manufacturers take messages direct to consumers. "I think it's important for brands to present themselves holistically," he said.

Weshler disputes the contention that en masse, the effect can be overwhelming. "Replacing a printed graphic with a screen is not an assault on the consumer."

It's taking that same space and providing better information, enabling the consumer who is really time-constrained. We are giving them

the kind of information they need to make an informed purchase."