



# Introducing the SMART STORE EXPERIENCE





## *Are You Ready?*

Today we begin a new course in our history as we re-invent retail as we know it. It's been a project informed by our customers, infused with creativity and supported by corporate commitment and now we're ready to launch our **new store design**.

## Verizon's new retail vision

From a dramatic new store design to content-rich, engaging digital technology and new merchandising concepts, we have re-imagined every retail touch-point to appeal to current and future customers. As a landlord considering Verizon as one of your key retail tenants, we want to share with you the vision for our future.





## Verizon Wireless today

Connections: Over 108 Million

Annual revenue 2011: \$70.2 Billion

Employees: Nearly 82,000 nationwide

Company Operated Stores & Kiosks: Over 2,400

## Industry leading profile

Operates the nation's largest 4G LTE network in over 200 markets across the U.S.

LEED® Certified Stores



## An experience as powerful as our network

Verizon operates America's largest 4G LTE network. Now Verizon takes the experience to the next logical step—offering **leading-edge communication technology explained from the human perspective**. Each lifestyle “smart zone” offers curated products that connect the consumer to possibilities:

*Get fit* with health and fitness devices, *Amplify it* with smart audio, *Home and on the go* remote home monitoring and *Have fun* with the latest smart games. Digital screens show products in action, inviting the customer into the experience.





**Smart Zones**

Allows for mass merchandising of accessory product, along with compelling storytelling around lifestyle and product innovation.

Visually these areas are important destinations throughout the customer journey, and can house both digital and traditional communication elements.

## Showcasing the future

Verizon has built its reputation on innovation. The new store design takes this defining characteristic and infuses it into the store's DNA.

From the front door, you see the impressive monolith and modern pedestal merchandisers featuring the newest and most innovative products. The new store brings in a crisp modern aesthetic, which is reinforced by the lifestyle videos and relaxed photographic style that reflects how people live today— with technology seamlessly integrated into daily activities.



### Monolith

A primary entrance of the store, the Brand Monolith is placed in customers' immediate line of sight as they enter the store. Serves as a visual centerpiece to the store, from which all activities emanate.

With digital screens front and back, the Monolith can highlight new product and launches, as well as serve as a teaching tool for Wireless Workshops.



## Shop. Learn. Explore.

The goal is to experience—to see, touch and learn what is possible. Our dedicated Wireless Workshop area offers the one-on-one and group education opportunities for new and existing customers in a relaxed and social space. Our goal is to help people explore capabilities and gain confidence as they navigate their devices.

### Wireless Workshop

The workshop area serves as a location to host workshops or educational events:

- Digital screen contains content that supports workshops, and can also be used by associates to mirror devices
- Outlets for customer charging are available



# Sign up for the new store design experience

As a landlord considering, you will benefit from an ideal tenant, one that provides a retail halo typically associated with an anchor tenant. Together, you and Verizon have the tools to forge a rewarding and enduring partnership. Our ideal site has the following characteristics:

- 2,500-5,000 s.f. free-standing pad or predominant end cap
- Easily accessible storefront parking with 25 spaces minimum
- Highly visible buildings with unobstructed store signs; 50 ft. of frontage preferred
- Pylon and/or monument signs
- Busy regional shopping area anchored by big boxes with multiple junior tenants
- High traffic counts
- ADA compliant site, facility and tenant space



