

# Lexmark to Showcase AI-Driven Smart Retail Solution Suite and other Print and Digital Signage Solutions at NRF 2023

*Lexmark Smart Retail Solution Suite helps optimize store performance and deliver an outstanding customer experience while increasing Conversion Rates and Average Transaction Value.*

NEW YORK, Jan. 15, 2023 /PRNewswire/ -- Lexmark, a global imaging and IoT solutions leader, today announced it will showcase their award-winning, retail-ready printers and solutions at NRF 2023, Retail's Big Show and Expo, Jan. 15 to 17, at the Jacob K. Javits Center in New York. The Lexmark showcase will be located in booth #6128.

"The retail landscape has changed profoundly since we last attended NRF in person in 2020," said Paul Merritt, Lexmark Industry Director for Retail. "Retailers are looking for new ways to increase profits while delivering an exceptional customer experience. We are thrilled to be back in person at NRF and look forward to demonstrating our newest and best retail-specific offerings that help connect a retailer's physical and digital worlds."

Here's what will be on display in Lexmark booth #6128:

## Lexmark Retail Solution Suite

Lexmark will preview its exciting new AI-driven Smart Retail Solution Suite, which connects the retailer's physical and digital worlds. The solution allows retailers to understand in real-time what is happening in and around the store so they can swiftly react to those insights to:

- Streamline operations and simplify task management
- Improve employee productivity and engagement
- Ensure store compliance to uphold your in-store brand
- Notify store associates of stock-out events of high-margin items
- Personalize signage based on customer behavior

## Print and Software Solutions

### Demonstrations on the show floor will include:

- A [single signage platform](#) that gives you the right blend of control and creativity for engaging, effective signs that sell.
- [Solutions](#) that automate and streamline processes to enable next-level productivity.
- Retail rugged [printers](#) built for retail environments that are engineered to last longer than industry norms.
- Cutting-edge [cloud technology](#) and [managed print service](#) offerings designed to simplify management and provide complete insight.
- Built-in [security](#) that drives greater protection across your enterprise.

## Supporting Resources

- [Learn more](#) about Lexmark's Booth at NRF 2023.
- [Schedule a booth meeting](#) with our retail experts during NRF 2023.
- [Get more details](#) about the Lexmark Smart Retail Solutions Suite.
- [Get the](#) details on NRF 2023.
- [Follow us on LinkedIn](#) or [Twitter](#) for real-time, live Lexmark NRF updates.

## About Lexmark

Lexmark creates cloud-enabled imaging and IoT technologies that help customers worldwide quickly realize business outcomes. Through a powerful combination of proven technologies and deep industry expertise, Lexmark accelerates business transformation, turning information into insights, data into decisions, and

analytics into action.

Lexmark and the Lexmark logo are trademarks of Lexmark International, Inc., registered in the United States and/or other countries. All other trademarks are property of their respective owners.

SOURCE Lexmark

For further information: Emily Rardin, [erardin@lexmark.com](mailto:erardin@lexmark.com)

---

<https://newsroom.lexmark.com/2023-01-15-Lexmark-to-Showcase-AI-Driven-Smart-Retail-Solution-Suite-and-other-Print-and-Digital-Signage-Solutions-at-NRF-2023>