

Digital signage is the display of multimedia content on **electronically controlled displays**. Digital signage has a number of benefits over traditional static signs.



The most important of which include:

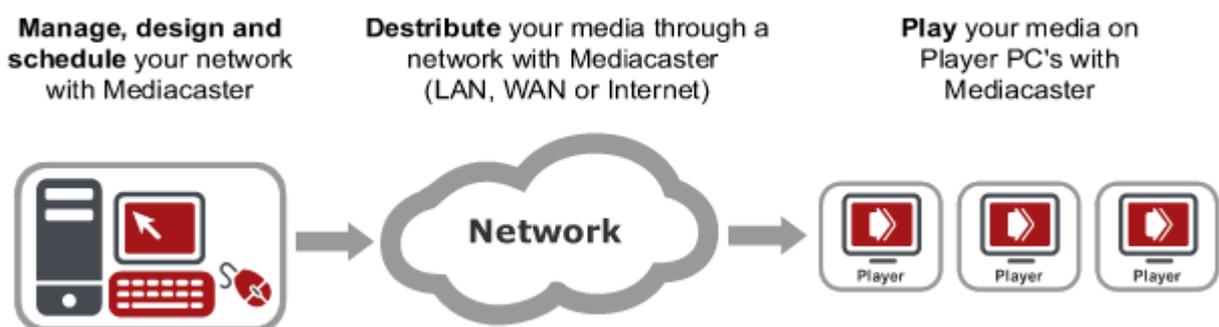
- Signage can be **updated on the fly** through a digital signage network without having to interact with the signs physically.
- Unlike the content on static signs the multimedia dimension offered by digital signage makes content **more engaging, more informative** and **more targeted**.
- Digital signage **can be interactive** through touch screen technology and other interactive technologies.
- Digital signage has been shown in a number of studies to offer a **better ROI**.

Digital Signage Software is designed to give you the tools you need to take advantage of the benefits of digital signage.

Digital Signage Networks

Digital signage networks are used to deliver targeted promotional and informational content to a largely captive audience. This includes people waiting for service at banks, restaurants or government facilities. The network can be a combination of interactive kiosk-like devices and standard broadcast and narrow-cast displays.

The graphic below represents the Digital Signage Infrastructure in a typical digital signage network:



The Digital Signage media network is designed to work with a variety of different technologies, to offer the most flexible solution for out of home advertising.

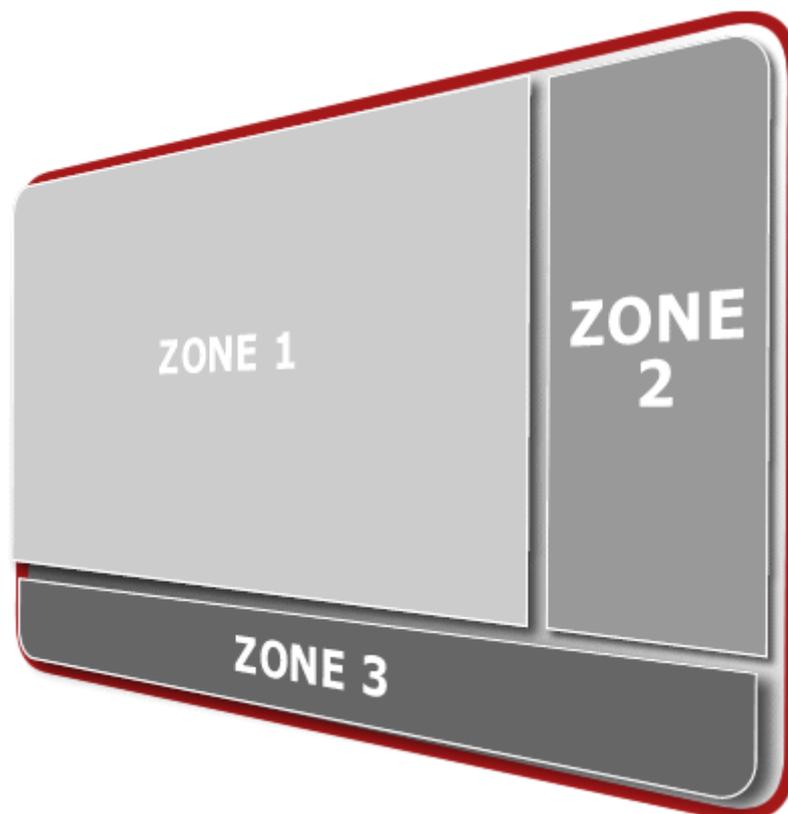
Digital Signage Content

There is a great deal of content you can add, collectively or individually to a digital display.

You can add the following elements:

- Images
- Video Clips
- Flash movies and applications
- RSS Feeds
- Dynamic tickers/crawls
- PowerPoint files
- Website URL's
- Live Video Capture (DVD, Web Cams, CCTV etc.)
- Live analogue and digital television
- XML, text files and ODBC data text feeds

A typical digital display is broken down into a number of different zones. This is illustrated below, where we can clearly see one potential layout for a typical display.



Zone 1 can be used for video, **Zone 2** for still images and **Zone 3** for a text ticker. This simple layout combines the impact of full-motion video and sound, single or rotating branded images as well as

information rich message-loops in a single footprint. Add to this the ability to change all content easily and quickly across a digital network and the power of digital signage becomes apparent.

Digital signage is used for many different purposes and there is no definitive list. Most uses fall into the following broad categories:

1. **Advertise:** Sell digital screen time to third-party advertisers
2. **Market:** In-store promotions and product cross-selling and up-selling
3. **Educate:** Distributed training and education for institutions and organisations
4. **Entertain:** Reduce boredom at in-store queuing points
5. **Inform:** Broadcast up-to-date news, events calendars and location sensitive information to highly targeted audiences
6. **Alert:** Send emergency messages to those people who need it most

