

# Digital signage- More than just a screen on a wall



What ?  
Why ?  
Where ?  
How ?  
Who ?

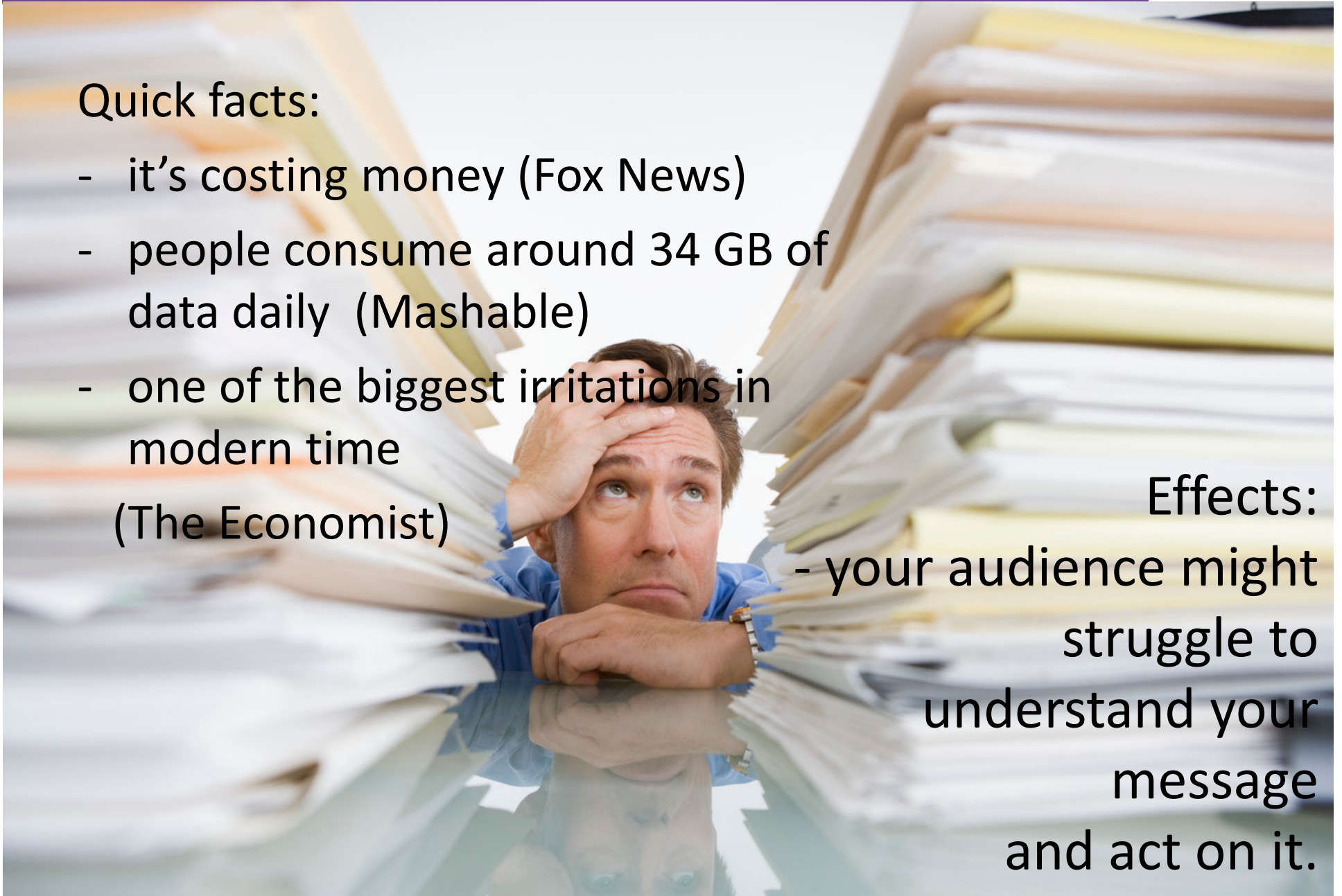
# Information Overload: The New Problem

## Quick facts:

- it's costing money (Fox News)
- people consume around 34 GB of data daily (Mashable)
- one of the biggest irritations in modern time (The Economist)

## Effects:

- your audience might struggle to understand your message and act on it.



# A Solution Needed

Digital signage can help by focusing all your communications to ensure that people are correctly informed.



Hint: digital signage can help

# Who is digital signage for?

If you have:

- a message to communicate

- and an audience that is interested in it

Then digital signage is for you.

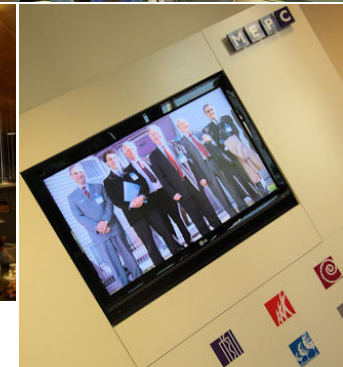




# Who is digital signage for?

This new visual communication tool can be used in a variety of environments:

- Retail
- Education
- Healthcare
- Corporate
- Restaurants and QSRs
- Hospitality
- Public Venues



# Digital Signage in Retail

## Make your screen your brand's window shop

In shops, big or small digital signage is used to:

- Advertise products;
- Display store-related information (opening times etc.)
- Greet customers as they enter the shop;
- Display 3<sup>rd</sup> party ads (of complementary local products and businesses) and generate extra- revenues;
- Engage customers (see Nedap's Twitter wall, Screenreach's app)



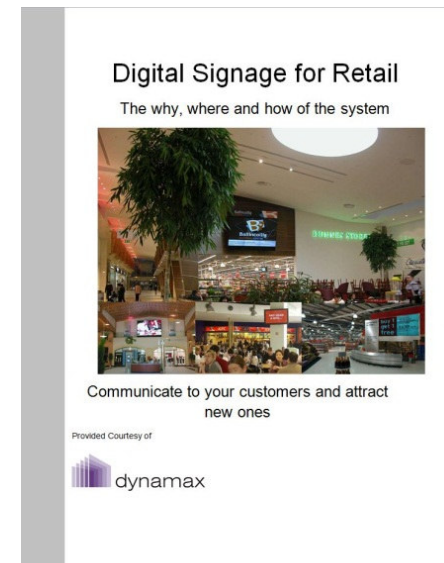
## **Make your screen your brand's window shop**

- Promote the initiatives and sales run by the retailer
- Assist customers in making buying decisions
- Create a more enjoyable atmosphere and an enhanced customer experience.

“Customer service is the most influential factor in purchasing decisions” (The Marketer, 2011).

Digital signage helps you to improve it.

For more information  
download [Digital Signage  
for Retail](#)

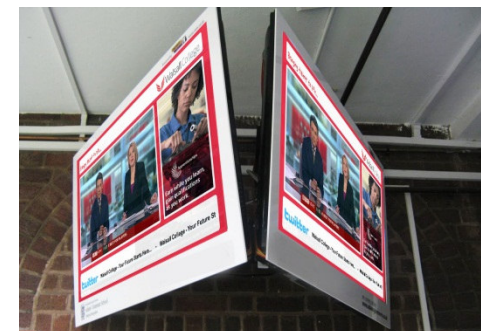


# Digital Signage in Education

Schools, colleges, student unions and universities throughout the UK use digital signage to:

- Communicate time- critical announcements;
- Inform students about general news and events and create a sense of community;
- Show students' work and instill a sense of pride and achievement.

Eg: Holly Hall college uses our software to display a video created by its students taking their GCSE in Media studies.





# Digital Signage in Education (ctd)

Schools, colleges and universities use digital signage to:

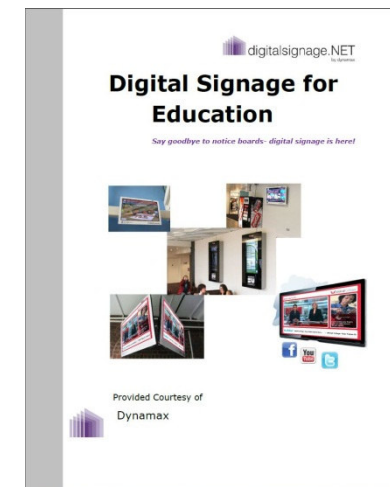
- Display 3<sup>rd</sup> party ads and generate additional revenues.

Eg: Warwick Students' Union added its digital signage network powered by digitalsignage.NET to its 3 year plan of generating revenues through 3<sup>rd</sup> party advertising.

- Promote extra- curricular activities to encourage students to participate.

***"Digital displays are one of the first information points students go to while on campus. "***

**CEO, John Marshall Law School- Campus Dynamic Signage Networks, 2011**



[Download whitepaper](#)

# Digital Signage in Healthcare

The benefits of digital signage in a healthcare environment:

- Inform patients on important health matters to them while reducing perceived wait time;
- Promote the institution's services without incurring extra advertising costs;
- Enhance the institution's image;



# Digital Signage in Healthcare (ctd.)

The benefits of digital signage in a healthcare environment:

- Generate extra revenues- promote your partners;
- Improve the institution's crisis management services;
- Enhance quality patient care and satisfaction.



# Digital signage in the Corporate environment

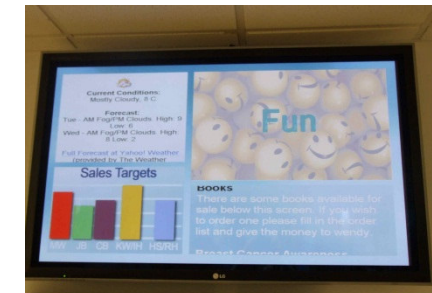
Never allow a news get overlooked again.

Digital signage makes your message stand out and offers you a self- promotion platform free from all competitive clutter.

- Share department- relevant employee messages;
- Share company news and success stories;
- Greet visitors;
- Show sales forecasts;
- Display TV news and Twitter feeds

Recommended screens locations:

- Lobbies
- Cafeterias
- Waiting rooms
- Hallways
- Conference rooms/ boardrooms





“Food can be beautiful” Bill Yackey,  
DigitalSignageToday  
and digital signage helps you promote it.

Better than posters- long-lasting medium

- update restaurant menus and other messages almost instantaneously at no extra-costs

- dynamic images make your food more appealing



- show you're social-stream social media feeds (use social streaming services to foster interaction)

- stream audio if you wish to.

## Inform staff & guests and promote your premises

### Enhance staff experience

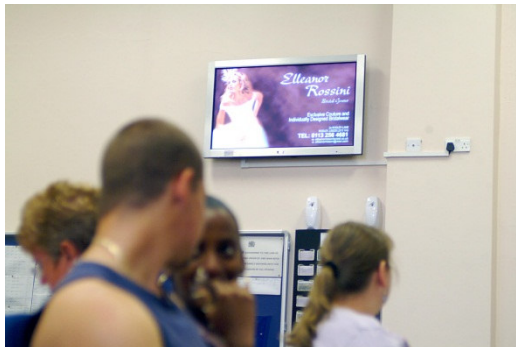
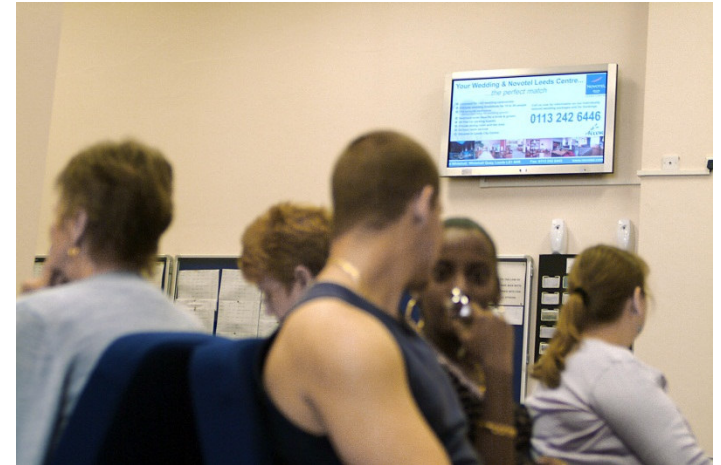
- Display directions, meetings schedule or interactive maps
- Use triggers to welcome visitors when approaching the screen



- Keep staff up to date with news and notices
- Present your vision and strengthen your brand
- Decrease communication-related costs. No printing and re-printing needed. Environmental- friendly
- Advertise your facilities or your other properties via a sustainable communications system.

Keeping people informed- a main responsibility of any government department

- Promote local events
- Communicate public service announcements and a wide range of local news
- Turn the trend around- display 3<sup>rd</sup> party advertising and enjoy a positive income flow.



## **With digital signage you can:**

- create one focus for all your information making it easier for people to digest your news;
- create a digital window shop for your organisation
- engage and invite your audience to interact with the screen

You can't create an experience using posters or TVs.

But you can with digital signage  
It's more than just a  
screen on a wall.





# Quick guide

digital signage software specialists

Contact

[nagesh@itechsolutions.in](mailto:nagesh@itechsolutions.in)

9845151403