September 2013



E-Safe's Educational Series To Modernize Your Office



"As a business owner I know how difficult it is to keep your office up to date without getting bogged down with unnecessary expenses. Let us do the research so you can

make an easy educated decision on how to modernize your office!" – Tim Steinour, President, E-Safe Technologies

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Hardware as a Service

Nearly 70 percent of customers say in-store messages sway their decisions. Source: Nielson Media Research

"Digital Signage can help tie together the financial institution's online and offline presence."

> Robert Moctezuma, Vice President, Desktop Solutions Organization, Hewlett Packard

## "What is Digital Signage?"

igital signage is a form of electronic display that shows television programming, menus, information, advertising and other messages. Digital signs (frequently utilizing technologies such as LCD, LED, plasma displays, or projected images to display content) can be found in both public and private environments, including retail stores, hotels, restaurants, and corporate buildings, amongst other locations.

Advertising using digital signage is a form of out-of-home advertising in which video content, advertisements, and/or messages may be displayed on digital signs with a common goal of delivering targeted messages, to specific locations and/or consumers at specific times.





Since digital signage content may be frequently and easily updated, it saves the printing and/ or construction costs associated with static signage. Also, because of the interactive abilities available through the accompanying employment of real-world interfaces like embedded touch screens, movement detection, and image capture devices, it has won wide acceptance in the marketplace.

Digital signage is all about targeting your audience with relevant information. Using network connected digital signs, it allows you to get your message across effectively, conveniently, and efficiently.

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### "How Can Digital Signage Improve My Business?"

igital signage makes it possible to deliver compelling content at the right location at the right time for maximum impact. It works whether your goal is to increase revenue, encourage well-ness and certain behavior, satisfy the needs of customers, visitors, and employees, and improve communications throughout the organization.

<u>Small/Medium Businesses or Retail</u> – Digital signage enables SMBs with little or no IT staff to quickly and affordably set up interactive signage in a lobby or at a front desk. Digital signage at the point of purchase has been proven to effectively drive sales by displaying relevant and readily available product information. Because the point-ofpurchase is oftentimes the point-of-decision, digital signage also acts as sales guiding tool, bridging the gap between retail browsers and retail buyers. It can also be used to inform staff on customer information and product benefits.

Schools and Universities – Institutions can utilize digital signage to reach students and staff in lobbies, cafeterias, and other high-traffic areas. Applications for digital displays in schools are gaining momentum as school districts look for ways to cut costs and communicate more effectively with students and parents. Different applications can be installed to help display lunch menus, upcoming events, discipline policy reminders, as well as daily announcements. With improved communication that digital signage creates between faculty and students, the signs actually reduce communication expenses. <u>Hospitals and Medical Offices</u> – Digital signage platforms help communicate more effectively with patients, visitors, and staff to create a better experience. Physicians, dentists, and other specialized health practitioners inform and educate patients with digital signage. It can encourage patients to practice proper health prevention and have regular exams. It can be used as a means of in-house education and even advertisement for procedure upsell and products promotion. In addition, stafffacing digital displays can act as a training tool for internal employee education and information.

**Banking** – Compelling screen displays are important in public areas where captive audiences dwell. In bank teller lines, most patrons stand still while they all face the same direction. Digital signage in banks can aid in informing, distracting, and influencing bank patrons. It can also be used to inform of interest rate fluctuations, changes in bank procedures, and can even be used to increase margins on bank offerings and services. In addition, digital signage can create a better ambiance for the employee work environment by providing entertaining, engaging, and relevant content for persons working on both sides of the teller counter.

### "How Does Digital Signage Work?"

here are two MAIN components in the digital signage infrastructure. First is the player, which connects a display to your network using a wired or wireless link and, via your broadband connection, to the digital signage portal site. The compact player features low power consumption. Second is the user interface, which enables you to control your digital signage display (s) from anywhere via the Internet. You can upload and display content straight from the Web or from your own cen tral location or server. *Continued Page 3...* 



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"How Does Digital Signage Work?"

#### Deeper Dive: Elements of Digital Signage

**Display/monitor** – The display platforms for digital signage can be Plasma screens, LCDs, HD Projectors, touch screens, LED sign boards, DLP rear projection TVs, older tube based TVs, and standard monitors.

**Media player** – The media players function essentially as storage devices to play back digital media content. They can operate on their own, or they can be networked so you can update your digital signage more easily.

**Software** – There are a number of different software programs that allow digital signage to be incorporated in a variety of ways. They allow the user to create customized content that includes video and audio through a computer program.

**Connectivity** – Information can be delivered to your central platform to your players through your LAN/WAN/Internet connection. The players then connect to your displays using cables. Content – Through drag-and-drop software applications, content can be uploaded to media players and delivered to customers, employees, and audiences through the display portal and monitors.

Implementing digital signage into your infrastructure is a five step process.

**Step 1:** Select locations best suited for the display monitors or "kiosks". Choose high-traffic areas such as lobbies, cafeterias, main hallways, or any





public area. Exterior locations should consider best visibility from the main street leading to the building or main entrance of the building.

**Step 2:** Choose monitors large enough to be easily viewed. Interior kiosks implement high definition flat-panel LCDs with at least a 42-inch diagonally. screen size. Use wall mount hardware to position the LCD panels for best viewing in the chosen location.

**Step 3:** Connect the monitors to the host computer. Digital signage systems requiring unique displays for each location will need a dedicated computer for each kiosk. The kiosk computer is controlled by a central computer running the digital signage software over a computer network. Systems that display the same message in all locations connect directly to the central computer using a video distribution amplifier.

**Step 4:** Choose the digital signage control software. Systems that display the same message in all locations can use standard presentation software. Use specialized digital signage software for presentations that require customization at each kiosk.

**Step 5:** Install the digital signage software and create the presentation. Individual images, or "slides", should be designed much like billboards, with short easy-to-read messages that can be quickly understood. Video clips must likewise be short and keep in mind the message has only a few seconds to attract viewer's attention as they pass by.

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### "What's My Investment In Digital Signage?"

igital Signage is becoming more popular and mainstream as the technology advances and decreases in price. Single unit, out-of-thebox solutions can cost under \$1,000 while more advanced, multiple component platforms can run into the \$10,000 range and beyond. The more complex your solution, the higher the price will become which will result in more opportunities for you to showcase your business to customers and employees with digital signage. Using digital signage for high-value locations is a great way to squeeze more value out of your hightraffic or high-impact areas.

The advancement in digital signage technology allows you to get the most ROI on your investment because it enables you to get up and running with minimal training, easily deploy and control your signage from any browserbased link, and integrate signage into an existing IT network without having to replace equipment, set up a separate operating architecture, or buy extra PCs. Most importantly, it provides your business with the ability to become more environmentally friendly by cutting down on one-off print signage fees and unnecessary paper usage.

Here is an example of what is included in an out-of-the-box, single unit digital signage setup kit:



What's included in a standard single digital signage setup kit.

- » Player
- » Power supply with power cord
- » VESA mount
- » VESA mount screws
- » Player stand
- » HDMI cable, 3.2-ft. (1-m)
- » CAT5e cable, 6.5-ft. (2-m)

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Want to Learn More About Digital Signage or E-Safe's Modern Office Series?

Contact Tim Steinour at TimSteinour@E-SafeTech.com today!