

Digital Signage for Religious Venues







STREET COLOR



8:300

12:000

3:30

5:00

7:30p



OCTOBER

on on Events at Chapelwood visit our website www.chapelwood.com

Features

- Post service times and other special events in churches, temples, synagogues, and more
- Broadcast the sermon live for those in the nursery/other areas of the church to watch
- Display hymns and scriptures on the screen for the congregation to follow along
- Personalize messaging to welcome new guests and strengthen engagement
- Showcase member celebrations such as birthdays and anniversaries

- Promote volunteer opportunites and fundraisers to increase participation
- Show directories and maps for guests to easily navigate around the church
- Manage remotely over the internet from anywhere
- Eliminate costs associated with printing content for static bulletin boards
- Hundreds of customizable templates to engage guests and members



What to Display

***	Event Listings	Display event information to increase participation
\Diamond	Wayfinding	Direct members and guests with maps and directories for easier navigation
	Annoucements	Promote upcoming fundraisers and volunteer opportunities
Ð	Quotes	Inspire the congregation with motivational quotes or scriptures
9	RSS Feeds	Show infotainment e.g. video, social media, evangelical news, etc.
	Transit	Display live wait times for metros, buses, rideshares, shuttles, and more
Ì	Web URL	Display the church's website on your screen
	Weather	Display forecasts and current weather conditions
f	Social Media	Show posts from Twitter, Facebook, Instagram or include all in a social wall
	Live TV	Connect an external video source to broadcast the sermon live

6

Components of a Religious Venue Display

Commercial-grade Display

Selecting the display/screen is a critical aspect of building your display.

The three questions to ask yourself about your display are:

- 1. Does it need to be touch-enabled?
- 2. What size is appropriate for my space?
- 3. Do I need commercial-grade quality and warranty?

Media Player

The media player is a small device that is connected to the display via HDMI and to the internet via Wi-Fi or a wired connection. It caches the content you'll showcase on your displays so they will never be blank, even when there is no internet connection.

Software

Digital signage software allows you to create and schedule the messages, graphics, and feeds that will display on your screens.

The software will often include pre-built templates that you can customize as well as content apps (think weather, news, sports) to create content that you can drag and drop into your "zones" i.e. different sections of your screen to display multiple content at the same time.





Mounts

Mounts have functional and aesthetic benefits:

- 1. Do you need to be able to adjust the angle of your sign?
- 2. Are you planning for a video wall or single display?

Naturally, you'll want to consider things such as cost, support, reputation for quality, and ease of installation when evaluating mounting solutions.

- VESA® 200 x 200 up to 600 x 400mm compatible
- Eight-way tool-less adjustment for flush alignment
- Removable front cover and pull-out mount for ease of access
- Low profile (ADA compliant) design
- Aesthetic options include multiple colors, vinyl wraps, etc. to promote brand awareness
- Pre-assembled to simplify installation
- Stainless steel construction with mounting hardware



How It Works



Install the Media Player & Screen

The media player connects to the internet wirelessly or via an ethernet cable, and to the screen using an HDMI cable.



Publish & Display Content

Once the content is ready in software, the media player auto-downloads it and displays your content on the screen.



Create Content/Customize Templates

The web-based software, accessible from anywhere, enables you to upload and/or create content like announcements, church directories, etc.



Update Content / Reschedule

Remote access to the software allows you to easily update your content and playback schedules all from one login.

866.310.4923

www.mvixdigitalsignage.com

Client Success



Challenge

First Baptist Greenville wanted a creative medium to engage with their congregation.

Solution

A digital signage network was installed across their church campus.

Result

The network not only increased engagement, but also improved efficiency and reduced operating costs.

Digital signage has allowed us to build a visual network within the church campus which has improved the way we communicate. There are so many ways we can use the signs to connect better with our congregation.

- Bootie Cothran Media and Technology Manager



Total Cost of Ownership

Cost of Hardware

The cost of hardware will depend on the needs of your implementation. A strong recommendation is to get commercial-grade hardware that can handle being on 24/7. Commercial-grade players and displays also come with full warranties.

Cost of Content Creation

There are two ways to account for cost of content. You can have your organizations's design team create the content or you can pay an agency or freelancer to create the content. The second option (which is usually the cheaper one) is to select digital signage software that includes customizable content templates, feeds or an app store.

Cost of Installation/Implementation

Will the vendor for your digital display provide turn-key service i.e. handle mounting your sign, deploying your content, and ensuring network connectivity? If not, include these estimated costs. If you're considering doing it yourself, take into account the expected time required to get your display up-and-running.

Ongoing Support and Training

Many digital signage providers will include service and support as part of your cost. Be clear on the length of this agreement and have a plan in place for ongoing support and training. If this is an internal resource, calculate what percentage of their time will be allocated to troubleshooting and on-boarding new internal resources to the digital signage work flow.

CapEx or OpEx?

What type of pricing model works best for you? Getting a subscription will spread the cost out over time. Conversely, a one-time purchase may be easier even though the initial cost is higher.





www.mvixdigitalsignage.com

Content Rich Digital Signage

23475 Rock Haven Way #125 Sterling, VA 20166 mvixdigitalsignage.com (703) 382-1739

