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Interactive Digital Signage

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NEWS: Licabore aut ea aci odi blab imi, sit, sandemquiae del maiorum volupta...

El Paso County
Civil Court

DIRECTORY

DOCKET

MAP

ANNOUNCEMENTS

3:04 PM
Wednesday, April 17

75°F
Humid and Partly Cloudy

Wed 69°F
Thu 69°F
Fri 69°F
Sat 69°F

Hours:
M-F: 8:00 AM - 9:00 PM
Sat: 8:00 AM - 11:00 PM
Sun: 9:00 AM - 8:00 PM

Map

Info

Transport

1. Macy's (1)
2. Pet Shop
3. Sandrea
4. News
5. Charley's
6. Art + Frames
7. AT&T
8. Apple
9. New Balance
10. Champs
11. Foot Locker
12. Forever 21

9/12/2018 Tues
12:30 PM

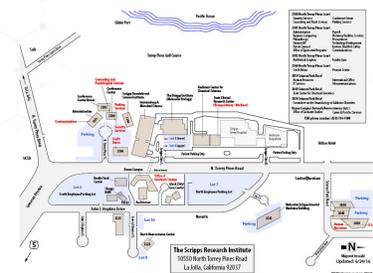
NEWS

ANNOUNCEMENT

MAP

Scripps Research
Education & Training

NEW YORK WEATHER 23°C
Humid and Overcast



Yoga Class

START FALL STRONG
ALL LEVELS WELCOME

WED SEPT 12
3-4 PM

Local News - Accident in interstate highway 66, where a bus crashed into the barrier. Heavy traffic expected. Police and ambulance on site have blocked Main Street from the road.

Tue 52°F
Wed 52°F
Thu 52°F
Fri 52°F
Sat 52°F
Sun 52°F
Mon 52°F



compni

Projections Report: September 2020



San Francisco 75%

New York 64%

California 32%

San Diego

Tuesday
Hi: 72°F
Lo: 62°F

Wednesday
Hi: 74°F
Lo: 62°F

Thursday
Hi: 77°F
Lo: 65°F

Friday
Hi: 77°F
Lo: 65°F

10:45 AM
August 31, 2020

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DENVER PLASTICS

11:15 AM
June 29th

46°F
Clear

Welcome to Denver Plastics Co.

Please visit the front desk for tours or more

Denver Plastics Co. Shows How a Bottle is Made

Hotel

10:12 AM
September 21, 2020

London weather 15°C
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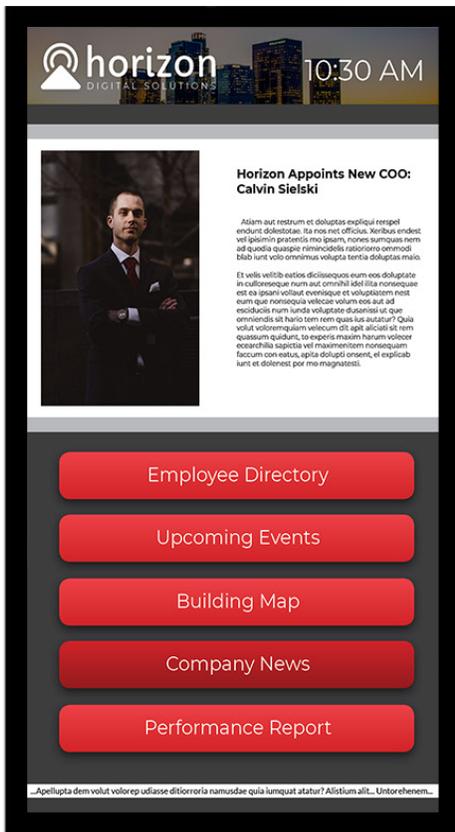
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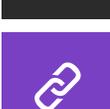
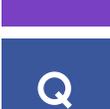
What's Included

- Easy to design and implement interactive screen designs
- Manageable from the same platform as non-touch displays and video walls
- Supports native 4k content for crisp user experience
- Editable elements such as colors, fonts, and more to promote brand consistency
- Includes hundreds of content apps and data integrations
- Multi-zone screen layout to multiply content delivery
- Show directories and wayfinding for a more personalized digital experience
- 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



	Wayfinding	Direct members and guests with maps for easier navigation
	Building Directory	Display tenant information to reduce confusion
	Announcements	Display reminders, messages, and other announcements
	HTML 5	Share custom HTML 5 pages for a personalized experience
	Videos & Images	Use videos and images to share exciting/important information
	Transit	Display live wait times for metros, buses, rideshares, shuttles, and more
	Web URL	Display any website on your screen
	Queues/Wait Lists	Provide wait times and check-in information
	Social Media	Show posts from Twitter, Facebook, Instagram or include all in a social wall
	Event Listings	Import a calendar to promote upcoming events

Anatomy of Interactive Digital Signage

Customizable Logo



HERRINGTON
RESORTS

10:05 AM
September 21, 2020

Time and Date

Customizable
Background

DIRECTORY

Concierge	100
Indoor Pool	118
Outdoor Pool	Back Patio
Outdoor Lounge and Bar	Back Patio
Ballroom	104
Maintenance Office	108
Fitness Center	116
Gift / Sundries Shop	106
Restaurant	102

DIRECTORY

EVENTS AND SCHEDULE

HELP

WEATHER 75°F
Humid and Partly Cloudy

Tue	Wed	Thu	Fri	Sat	Sun	Mon
☁️	☁️	☁️	☁️	☀️	☀️	☁️
88°F 88°F	86°F 83°F	86°F 88°F	86°F 86°F	86°F 86°F	84°F 88°F	84°F 88°F

Weather

Customizable
Category Buttons

Components of an Interactive Display

Commercial-grade Display

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

The two questions to ask yourself about your display are:

1. What size is appropriate for my space?
2. 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

1

Install the Media Player & Screen

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

2

Create Content/Customize Templates

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

3

Publish & Display Content

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

4

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

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Client Success



Challenge

Bear Hill wanted an attractive and interactive way to share information with residents and visitors.

Solution

Digital signage screens, including an interactive display, were installed in their rehabilitation and nursing center.

Result

The solution not only decreased the perceived wait times, but also improved reviews from visitors.

“ They bring a freshness to our lobby and are a perfect illustration of how digital signage can augment reception spaces. ”

Jessie Maiuri

*Bear Hill Rehabilitation and Nursing Center,
Administrative Assistant*



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

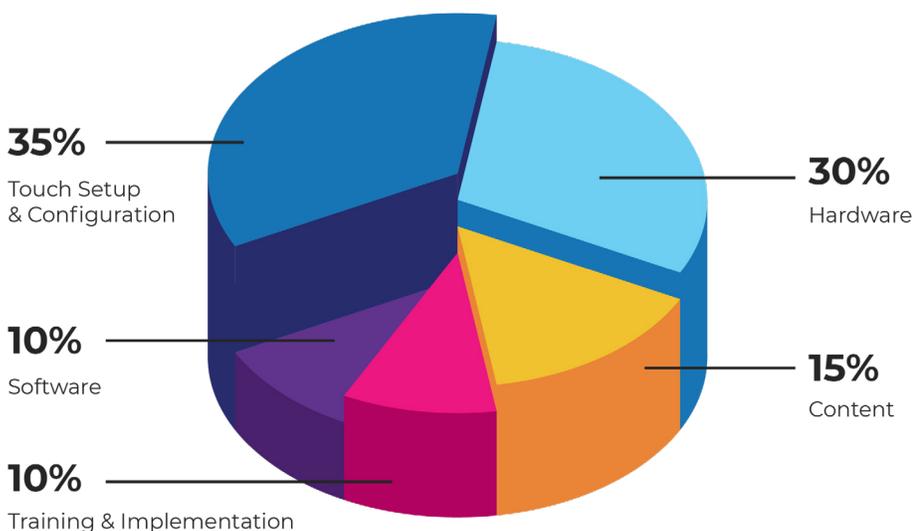
Will the vendor for your digital display provide turn-key service i.e. handle mounting your sign, deploying your content, and ensuring network connectivity? If not, include these estimated costs. If you're considering doing it yourself, take into account the expected time required to get your display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

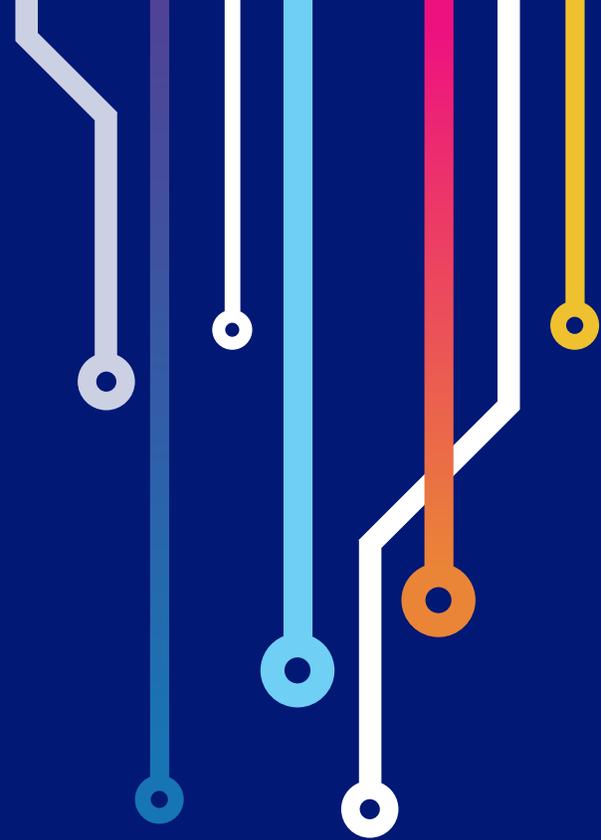
Ongoing Support and Training

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?

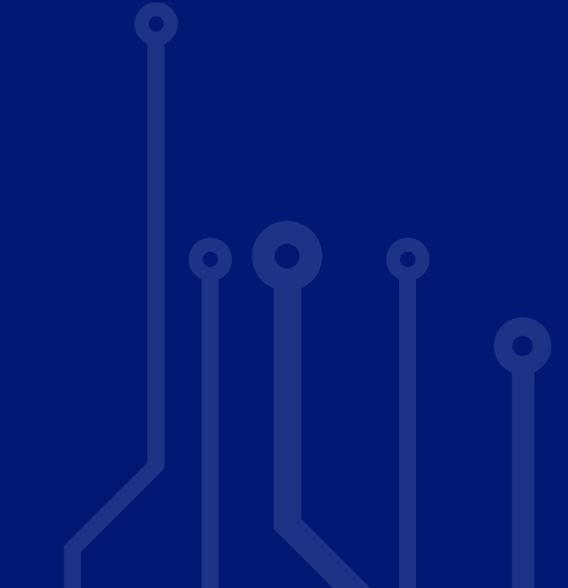
What type of pricing model works best for you? Getting a subscription will spread the cost out over time. Conversely, a one-time purchase may be easier even though the initial cost is higher.





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Content Rich Digital Signage



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