



Interactive Digital Signage

El Paso County
COLORADO

Tuesday February 06, 2018

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COLORADO
SUNSHINE
WEATHER

41°F
Clear

Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
42° - 52°	34° - 50°	32° - 52°	32° - 51°	34° - 52°	34° - 54°

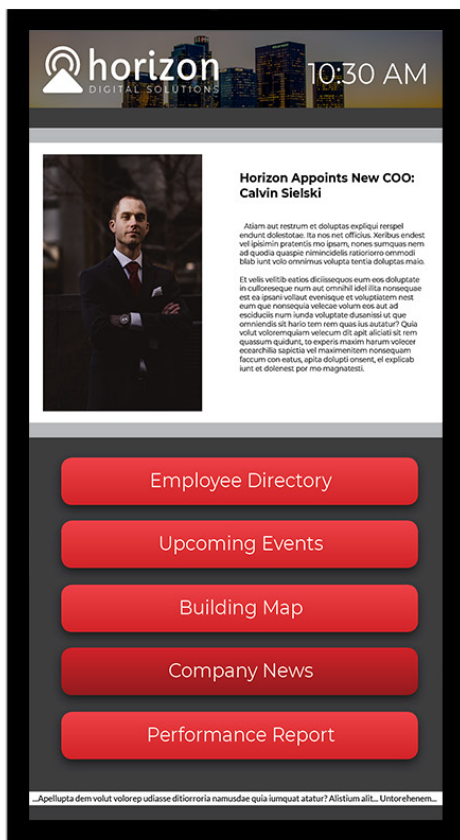
County Centennial Hall

Map Satellite


Map showing the location of County Centennial Hall (marked with a red dot) and surrounding areas, including Red Rock Canyon Open Space, Red Rock Canyon, and the Red Rock Canyon Golf Course.











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



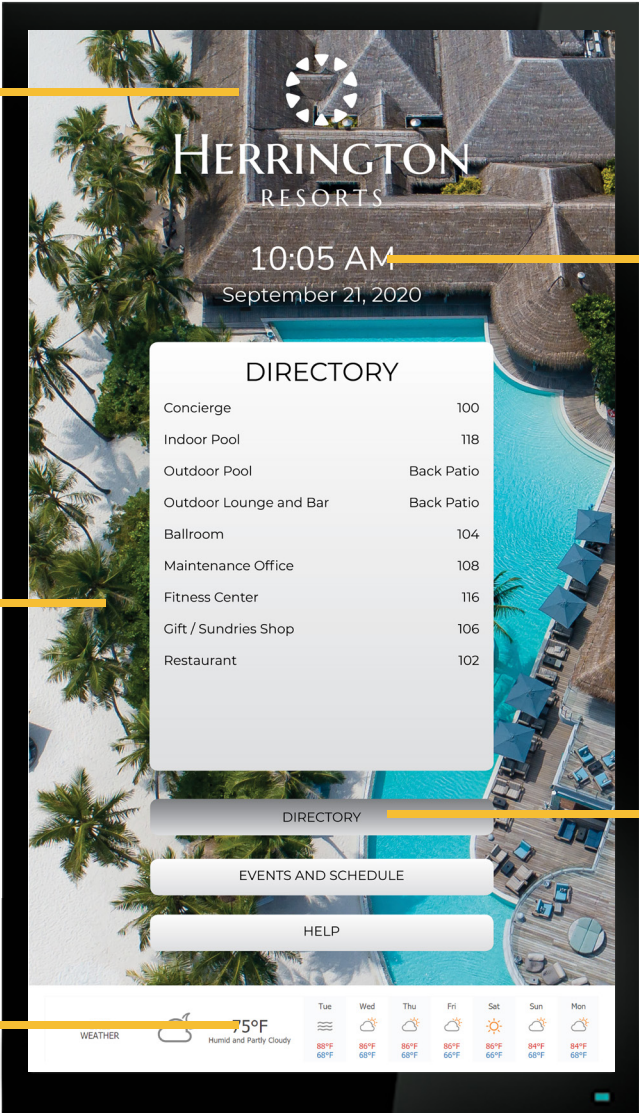
	Wayfinding	Direct members and guests with maps for easier navigation
	Building Directory	Display tenant information to reduce confusion
	Announcements	Display reminders, messages, and other announcements
	HTML 5	Share custom HTML 5 pages for a personalized experience
	Videos & Images	Use videos and images 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

Customizable Background

Weather



Time and Date

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





Enclosures

Interactive displays located in commercial locations can be prone to hazards like vandalism or environmental elements.

Enclosures protect your investment against these elements.

Different models come with sensor driven built-in fans for ventilation and some even come with complete HVAC system to protect against extreme outdoor temperatures.

Behind the scenes, the enclosures enclose a custom rack and offer space to hide equipment such as a digital signage media player and cables.

The enclosures are designed to be aesthetically pleasing, but also to provide ventilation, hide display bezels, expose power buttons, and make accessing digital signage media players as easy as possible.





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.

3

Publish & Display Content

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

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.

4

Update Content/Reschedule

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



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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

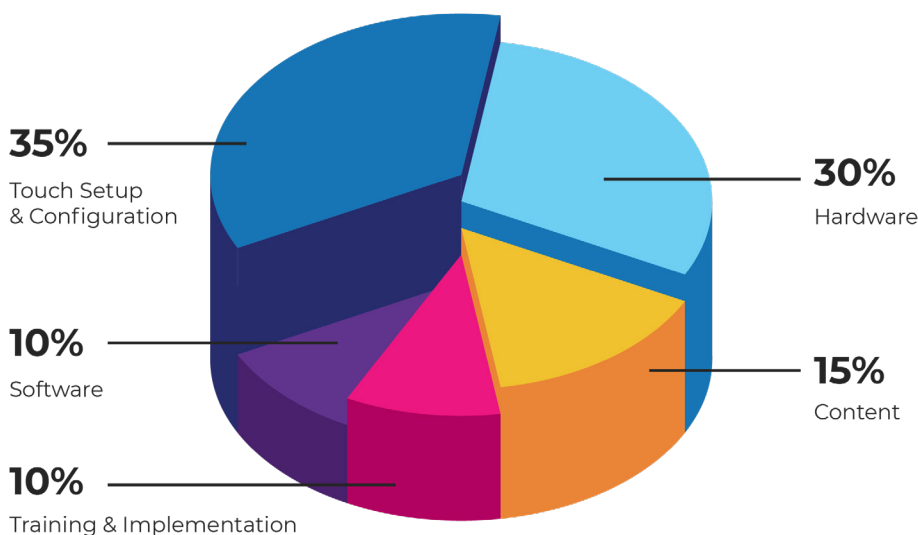
Will the vendor for your digital display provide turn-key service i.e. handle mounting your sign, deploying your content, and ensuring network connectivity? If not, include these estimated costs. If you're considering doing it yourself, take into account the expected time required to get your display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





Content Rich Digital Signage

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