WHITEPAPER

Digital Signage for Architects and Designers

Enhancing Spaces with Digital Technology

Architects and designers face unique challenges.

They are tasked with providing clients with designs that make the best use of space while ensuring maximum functionality.

Digital signage makes this possible. It allows architects and designers to marry beauty and practical. Firms that integrate digital signage into their projects are able to offer their clients a design with purpose and an engagement tool that enhances the experience of spaces.

Such a turnkey offering gives design firms a significant competitive edge. Their design clients will be empowered to look at how people interact with and in spaces rather than simply focusing on the beauty of the space.

Why Digital Signage

Designed environments with digital signage provide a compelling, high impact experience in which the brand is clearly and powerfully expressed and communications goals can be more fully achieved.

Brands will be able to connect with people when wayfinding, corporate messaging, room booking, emergency information and the latest performance figures can be instantly displayed across a network of digital signage screens.

Healthcare facilities are able to keep patients informed and/or distracted by displaying health news and tips, a wait list or queue system, social media posts etc. Such relevant information helps lower anxiety and physiologically reduces waiting times to improve the overall healthcare experience.

And for the most obvious, digital signage is more aesthetically pleasing. It adds visual appeal and modernizes the property.

Digital Signage for Architects and Designers

The challenge for design and architecture firms is to incorporate digital signage into spaces so that it's highly visible but still unobtrusive.

Because the medium of digital signage is no longer limited to rectangular TVs, architects, designers and art directors can have the technology work with their design instead of working around the technology.

Some simple ways it can be creatively incorporated into both indoor and outdoor spaces include:

- When incorporating digital signage into an existing space, displays can be hung from a ceiling (a great mounting solution for curved displays) or mounted on a wall. The height and exact placement will depend on the purpose of the display and the audience.

- Freestanding kiosks can house displays in areas where there might not be a lot of naturally occurring mounting surfaces. Screens can be mounted in landscape or portrait orientations depending on the intended use and interaction with the targeted audience.

- For new construction projects, banks of screens can be recessed into the wall to create a flush surface. This provides a clean and sophisticated look where the screens are truly a part of the architecture.

- Dual-sided, ultra-thin, flexible displays like LG's can literally go anywhere. There are no restraints on where to place them. A single dual-sided screen can replace two, three, four — multiple posters — with interchanging content on either side.

- Architectural and mosaic displays and video walls – such as the Birmingham Airport video wall in the shape of a Camellia, the Alabama state flower – have been improved with unprecedented installation flexibility so they're practical while still offering an artistic look.

Display solutions today are readily available in multiple sizes, shapes, and curvatures, allowing installation in spaces where other technologies aren't applicable e.g. a curved wall.

Ultimately, architects and interior designers will have unlimited freedoms and creativity when it comes to how they incorporate digital signage.

Competitive Advantage

When clients are looking to complete a project, they will look at any number of design proposals and bids. Including digital signage in a proposal - and backing the inclusion with the perceived advantages of setting the mood, defining a space, or fueling a stimulating environment - will allow design firms to stand out.

Including the latest technology demonstrates that the architect is staying on top of the trends and at the forefront of their field. In addition, clients will be more likely to hire a designer that is able to provide the perfect balance between form and function.

Digital signage displays are the perfect way to maximize functionality and ensure that visitors have an enjoyable experience.

How to sell clients on digital signage

If clients receive a dozen proposals and only one of them includes digital signage, they might be skeptical about whether this addition is necessary or simply add to their budget.

It is up to the architect or designer to sell the client on the idea of digital signage and make sure that they are aware of all the potential benefits including an impressive return on investment:

- Bright and legible content. Digital signs will always be crisp, clean, bright and easy to read. Even outdoor displays can automatically adjust brightness according to sunlight. While static signs can fade and become damaged over time, digital signs remain fresh.

- Content can be updated instantly. Customers, employees and visitors have high expectations when it comes to receiving relevant and timely information. Static signs can quickly become outdated and would need to be replaced often (a costly exercise) but with digital signs, it takes just seconds to display new deals, changing weather conditions, and wait times.

- Digital signage has a "wow" factor that simply can't be replicated. There is nothing more important than a first impression and the right displays can impress visitors and send the right message. Local organizations that want to show visitors that they are modern and sophisticated. Leveraging the power of digital displays to enhance architectural elements and make a truly memorable visual impact.

- Brand recognition is an important aspect of running a successful business. Digital displays can mirror brand colors, include logos and even play company videos in order to immerse visitors in a total brand experience.

- Digital signage can help control crowds and increase safety. One of the main uses for digital signage is wayfinding. Large buildings and public space can be difficult for new visitors to easily navigate. Confusion can disrupt the natural flow of traffic and cause frustration. Well-designed signs that clearly display directions can help manage crowds.

- Digital can also be used for emergency messaging and preparedness. Displaying evacuation plans and emergency exits amplifies the information. During an emergency, alerts (including CAP alerts from local and national sources) and safety instructions override current content.

Conclusion

Digital signage continues to shape how people navigate spaces, spend their time in waiting rooms, receive the latest new and information, and much more.

Architects and interior designers need to be able to incorporate this technology into their designs. For those clients who aren't aware of or sold on the benefits of digital displays, there are plenty of selling points to win them over and help them make the most of their space.

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To learn about Mvix Digital Signage solutions:

🌐 www.mvixdigitalsignage.com

📱 866.310.4923

About Mvix

At Mvix, our love for technology drives who we are and what we do.

We have been a leader in content-rich digital signage for over a decade, offering innovative visual communication solutions for schools, food service, corporate offices, healthcare facilities, houses of worship, manufacturing facilities and more. Our focus is on cost-effective, feature-rich, cloud-hosted solutions that, coupled with our passionate and professional team, build digital signage networks that turn browsers into customers and employees into brand ambassadors, all while enhancing brand awareness.