



# The Guide to Digital Signage

By Craig McQueen

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# Introduction

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# The Basics

- What is it?
- Terminology?
- Benefits?
- How big is Digital Signage?
- Standards?

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# Where / How can Digital Signage be used?

- Public information
- Internal information
- Advertising
- Brand building
- Influencing customer behaviour
- Enhancing customer experience
- Enhancing the environment

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# How can Digital Signage Benefit You?

- Improve communication with clients, visitors or employees.
- Inspire, promote and build employee morale.
- Product/Service Education.
- Increase revenue with digital signage.
- Corporate Branding.
- Centralised management and distribution.
- Real-time changes to content and messages.
- Environmentally friendly.
- Simple, Flexible and Impactful.

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# Considerations

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# Displays

- LED
- LCD
- Projectors
- Plasma
- Organic LED (OLED)
- Holographic Projection
- Fog Screens/Water Screens

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# Content

- **What is Content?**
- **Why is Content important?**
- **Who will create the Content?**
- **How will it change and when will it change?**

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# What is Dynamic Data

- External DataBase
- External Triggers
- RFID Tags
- Mobile phones
- GPS
- PIR Sensors

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# Content Playback & Management

- How is the Content Played Back?
- What is the User Interface
- How Many Users are There?
- Scheduling

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# Network Infrastructure

- **Where will the Player(s) be Located?**
- **Single Site or Multi-site Distribution**
- **How will the Player(s) be Managed?**
- **Is your network Opened or Closed?**
- **Do you have certain standards when installing hardware on your Network?**

# How to make it Work

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# Making Digital Signage Work (RFSS)

- The Reflex 5 Steps Solution (RFSS) to implementing the right solution for you.
  - Establish the Message & Audience
  - Define the Content
  - Define the Installation
  - Building a Plan
  - Choosing a Platform

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# Step 1: Establish the Audience & Message

## What is the purpose of this installation?

- Sell a product (advertising)
- Inform the viewer (system status, way finding)
- Entertain the viewer (waiting lines)
- Reinforce (create an environment)

## Who is the audience?

- Customers
- Employees
- Visitors

# Step 2: Define the Content

What existing assets do you want to redeploy?

- System data (database, phone switch, production numbers)
- Existing ads (video, print, web)
- Live television feed
- Interactive

Where does information come from?

- Do multiple people/departments need to submit information? Where are they located ?
- Who is the “owner” of the information?
- Are 3<sup>rd</sup> party applications or suppliers involved? (scheduling system, ad agency)
- How often is this information updated

# Step 3: Define the Installation

## How many displays will be required?

- Sizes, resolutions and orientations
- Common information or unique at all points?
- Where will PCs reside?

## Who will manage the hardware?

- Is this function centralized?
- Is monitoring required? Automated recovery?
- Backup requirements?

# Step 4: Building a Plan

What is the network configuration (LAN, Internet)

What are the IT requirements?

- Security?
- Redundancy?
- Backup?

What are the failure modes and what is the impact?

Training and installation requirements

# Step 5: Choosing a Platform

What product will I use?

How will the network be configured?

Who will operate the network?

- Content (Look and Feel)
- Data acquisition
- Hardware
- Local input

What hardware will I deploy and where?

Any Questions?

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