

STAYING INSIDE? HERE ARE SOME QUESTIONS YOU NEED TO ASK:

The placement of Digital LCD Displays in indoor environments is growing at a rapid pace. The ability to engage with customers, consumers or the general public while they are inside your business/store is invaluable. However, there are a few things to consider with internal kiosks. Use this list of questions/concerns that you should be thinking about in advance. The answers to these questions will guide you to the best Indoor Digital Solution or Call us now on (08) 9274 5151.

PRODUCT

WHAT SIZE DISPLAY IS REQUIRED?

☐ 47"
 ☐ 55"
 ☐ 72"
 ☐ 84"
 ☐ Other:

WHAT IS THE DISPLAY ORIENTATION?

☐ Portrait
 ☐ Landscape
 ☐ Both
 ☐ Not sure

HOW WILL THE DISPLAY BE MOUNTED?

☐ On a wall
 ☐ Hung from overhead
 ☐ Mounted from below
 ☐ Free-standing onto solid surface
☐ Mounted into a new existing structure

WHAT ARE THE MEDIA PLAYER SPECS?

☐ i3 NUC (Next Unit of Computing)
 ☐ i5
 ☐ i7
☐ Other
☐ Unknown

HOW IMPORTANT IS IT TO HAVE A ROBUST COVER/SAFETY GLASS TO PREVENT BREAKAGE/VANDALISM

☐ Very important
 ☐ Important
 ☐ Not important
 ☐ Unknown

HOW IMPORTANT IS IT TO MAINTAIN THE SAME HIGH-BRIGHTNESS LEVEL FOR THE ENTIRE LIFE-CYCLE OF THE DISPLAY?

☐ Very important
 ☐ Important
 ☐ Not important
 ☐ Unknown

WHAT TYPE OF CONNECTIVITY WILL BE USED? HARDWIRED, 3G/4G MODEM OR WI-FI?

☐ Hardwired
 ☐ 3G/4G
 ☐ Wi-Fi
 ☐ Other
 ☐ Unknown

HOW IMPORTANT IS IT TO HAVE THE DISPLAYS BE SUPPLIED AS A COMPLETE, TOTALLY INTEGRATED SYSTEM WITH NO NEED FOR ADDITIONAL COMPONENTS, ENCLOSURES, COOLING/HEATING SYSTEM WITH A FULLY WARRANTY FROM A SINGLE MANUFACTURER FOR THE ENTIRE SYSTEM?

☐ Very important
 ☐ Important
 ☐ Not important
 ☐ Unknown

WHAT IS THE IP (INGRESS PROTECTION) RATING REQUIRED, IF NEMA?

☐ Ip45
 ☐ Ip54
 ☐ Ip65
 ☐ Unknown
 ☐ Other:

USAGE

WHAT IS THE DUTY CYCLE?

☐ 24/7 ☐ Other:

WHAT IS THE INTENDED APPLICATION?

☐ Advertising ☐ Promotions ☐ WayFinding ☐ Schedules/Alerts ☐ General information ☐ Unknown

WHAT IS THE DESIRED LIFE-CYCLE OF THE PRODUCT?

☐ 3 years ☐ 5 years ☐ 7 years ☐ 10+ years ☐ Unknown

IS IT IMPORTANT FOR THE APPLICATION TO MAINTAIN THE SAME BRIGHTNESS LEVEL OF THE LIFE OF THE PRODUCT?

☐ Very important ☐ Important ☐ Not important ☐ Unknown

POWER

WHAT EXISTING POWER IS AVAILABLE?

☐ 120V, 20 Amps ☐ Other:

CAN NEW POWER BE RUN TO THE LOCATION IF NEEDED?

☐ Yes ☐ No ☐ Maybe, but will be at an added cost

HOW WILL THE POWER/NEW POWER BE RUN TO THE LOCATION?

☐ Trenching sidewalk ☐ New junction box ☐ Unknown

WHO WILL BE PAYING FOR POWER ON A MONTHLY BASIS?

☐ End user ☐ Customer ☐ Unknown

HOW IMPORTANT IS IT TO HAVE THE UNIT NOT CAUSE A CIRCUIT BREAKER TRIP DUE TO POWER FLUCTUATIONS?

☐ Very important ☐ Important ☐ Not important ☐ Unknown

HOW IMPORTANT IS IT TO HAVE THE DISPLAYS DESIGNED FOR LOWEST POWER CONSUMPTION?

☐ Very important ☐ Important ☐ Not important ☐ Unknown

OPERATION

WILL DISPLAYS BE INSTALLED IN SUPERVISED OR UNSUPERVISED AREA?

☐ Supervised ☐ Unsupervised ☐ Unknown

WHO WILL BE DOING ON-SITE SERVICING?

☐ End user ☐ Customer ☐ Third Party ☐ Unknown

HOW IMPORTANT IS IT TO BE ABLE TO SERVICE UNITS IN THE INSTALLED POSITION VS. REMOVING FROM SITE?

☐ Very important ☐ Important ☐ Not important ☐ Unknown

WHO WILL BE DOING THE MONITORING NOC (NETWORK OPERATIONS CENTER)?

☐ End user ☐ Customer ☐ Third Party ☐ Unknown

HOW WILL YOU INTELLIGENTLY COMMUNICATE WITH THE DISPLAY AND MONITOR KEY OPERATING PARAMETERS?

☐ Through NOC ☐ Unknown ☐ It will be monitored

HOW IMPORTANT IS HAVING ALL THE MONITORING SOFTWARE/ALERTS/SELF-DIAGNOSTICS ALREADY BUILT IN?

☐ Very important ☐ Important ☐ Not important ☐ Unknown

WHAT IS THE PREFERRED OPERATING SYSTEM?

☐ Window ☐ Linux ☐ Unknown ☐ Other:

HOW IMPORTANT IS IT TO ALLOW PLAYER/MODEM RE-BOOTS TO BE HANDLED ON A REMOTE BASIS?

☐ Very important ☐ Important ☐ Not important ☐ Unknown

HOW IMPORTANT IS IT TO PREVENT UNAUTHORISED CONTENT BEING DISPLAYED ON THE SCREEN?

☐ Very important ☐ Important ☐ Not important ☐ Unknown

HOW IMPORTANT IS IT TO HAVE THE UNIT PERFORM AN ORDERLY SHUTDOWN IN CASE OF A POWER FAILURE?

☐ Very important ☐ Important ☐ Not important ☐ Unknown

HOW IMPORTANT IS IT TO MAINTAIN THE DISPLAY WITH NO FILTER CHANGE FOR COOLING SYSTEM AND NO REGULARLY SCHEDULED MAINTENANCE?

☐ Very important ☐ Important ☐ Not important ☐ Unknown

***We will supply our own media player**

INSTALLATION

WHO WILL BE DOING THE INSTALLATION?

☐ End user ☐ Customer ☐ Third Party ☐ Unknown

DOES THE INSTALLATION NEED TO BE CERTIFIED BY A PROFESSIONAL ENGINEER (PE)?

☐ Yes ☐ No ☐ Not sure

WILL UNION PERSONAL NEED TO BE USED FOR INSTALLATION/POWER CONNECTIONS?

☐ Yes ☐ No ☐ Not sure

PERMITS

ARE LOCAL/CITY/STATE PERMITS REQUIRED FOR INSTALLATION OR POWER RUNS?

☐ Yes ☐ No ☐ Not sure

ARE THERE ANY RESTRICTIONS RELATIVE TO RUNNING FULL MOTION VIDEOS OR TRANSITIONING BETWEEN ADS?

☐ Yes ☐ No ☐ Not sure

CONTENT

WHAT CMS (CONTENT MANAGEMENT SOFTWARE) WILL YOU BE RUNNING?

☐ Brightsign ☐ Scala ☐ Other: ☐ Unknown

WHO WILL BE DEVELOPING THE CONTENT?

☐ ☐ Unknown

WILL CONTENT BE DOWNLOADED ONTO MEDIA PLAYER/DRIVE OR BE STREAMING? (NOT RECOMMENDED)

☐ Downloaded ☐ Streaming ☐ Unknown

BUSINESS MODEL

IS THERE AN ADVERTISING/ REV-SHARE CONTRACT WITH THE CITY/TRANSIT VENUE, ETC?

☐ Yes ☐ No ☐ Not sure

IF SO, WHAT IS THE LENGTH OF THE CONTRACT? 5 YEARS, 10 YEAR, ETC.

☐ 5 years ☐ 10 years ☐ 15 years ☐ 25 years ☐ ☐ Unknown

**THANK YOU FOR FILLING OUT THIS CLIENT QUESTIONNAIRE
FOR FURTHER INFORMATION ON YOUR NEXT DIGITAL SIGNAGE PROJECT, CONTACT US TODAY**

