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digital

DIGITAL SIGNAGE APPLICATIONS FOR CORPORATE
Special Report

Current Volume:
2,230,029

Projected Annual Volume
3,235,371

Total 5-Year Volume
15,934,384

First impressions do count!

CORPORATE
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A One Size Fits All Solution!

Large and small organisations in the corporate sphere are increasing using mobile, social and digital media to enhance customer and staff relationships when they are in their environment.

With different people streaming through your public areas at any given time, digital signage can help to effectively communicate with all users – whether they be regular clients, customers, suppliers, staff or special one off users.

Digital signage solutions can address your visitor navigation inquiries, give you a large-format venue for advertising, support for your sales department, and show live video.

Ideal for large, regionally or globally located corporates, digital signage adapts to scale brilliantly – from one screen to literally hundreds. With built-in data integration, you can seamlessly connect with your back-end systems while eliminating paper signage all together.

Digital signage setups allow businesses to broadcast company-wide updates and bulletins in a fast, efficient manner – globally if required! Information can be pushed to multiple screens at once, providing a singular solution to keeping employees in the loop.

The key now is to entertain, educate, inform, convince people that you can provide the best products, services and support that they want/need and digital signage benefits address all these factors – and more!

Inform, Advertise, Navigate & Interact

Whether you own a small or large business, digital signage can help you to strengthen your relationship with employees, customers, and other essential stakeholders by offering an enhanced platform to present your communications.

IMAGINE...

promoting brand messages, service targets and product news

Making finding a meeting room easy by touch screen interactivity

Reminders to staff about deadlines

APPLICATIONS

▸ Corporate office

▸ Call centres

▸ Production and manufacturing floors

▸ Lobbies and entryways

▸ Waiting rooms

▸ Break rooms and staff restaurants

▸ Elevator banks

Message from CEO: Announce important company news via video on digital screens around your company. Consistent messaging bought to life with textual, visual and video information. Can be repeated at regular intervals in shorter versions to ensure message gets through.

Control at the touch of a button

Get up close and personal with clients and staff, with digital signage respond to changes in schedules and short-term opportunities more efficiently. Whether planned, or un-planned, digital signage is ultimately flexible and puts you in control!

Consider the numerous ways that digital signage can be used at your corporate office(s) to:

▶ Break through clutter and email overload with visually engaging digital displays

▶ Increase employee engagement, morale and participation in company initiatives

▶ Reduce workplace accidents

▶ Reinforce emergency plans and actions

▶ Reinforce the brand – including vision and mission statements, goals and objectives

▶ Pre-program messages to change content by location, time or day part

▶ Tailor each screen with information specific to its audience

▶ Display productivity achievements and goals in real time

▶ Provide wayfinding, virtual maps and other navigational tools

▶ Avoid conference and meeting room scheduling confusion

IMAGINE...

▶ Displaying customer welcome messages for important meetings

▶ Playing product advertising videos relevant to your products and brand

▶ Announcing special staff anniversaries or milestones

PRODUCT LAUNCH:
Announce dates, features and launch events for products or services. Remind staff of key selling points in your call centre or in the sales team. Link globally to all your corporate network so the company message is spread far and wide.

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Navigating made easy!

A digital signage network is far more than signs on the wall. With different people streaming through your corporate space at any given time, digital signage can help you effectively communicate with all of your visitors staff.

With built-in wayfinding technology, you can efficiently direct people throughout your space with interactive digital touchscreens. Getting people where they need to be is no easy task in a large facility or offices. Interactive digital signage offers powerful solutions to relegate that awkwardly folded, printed map to the pages of history. From any point in the corporate space, wayfinding tools can be utilised to create the perfect fit for your visual mapping needs.

WAYFINDING DIGITAL SIGNAGE OPTIONS:

▸ Step-by-step directions: Similar to popular online mapping solutions, with directions to allow you to provide your users with enhanced functionality that will guide them to their destination.

▸ Wayfinding kiosks with a real or virtual keyboard provide tailor-made directions around a store or retail space.

▸ A retail kiosk shows passersby general sales information; touching the screen opens a vast store of specific, easily searchable product details

▸ A healthcare kiosk serves up health tips, wayfinding help and even automated registration using a card swipe or biometric scan

▸ A quick-service restaurant network ties attractive menu boards and self-service ordering kiosks directly into the point-of-sale system

▸ Path Drawing: Intuitive back-end functionality allows a directional path to be drawn from one point to another, giving your users visual directions to their destination

▸ Dynamic Wayfinding: A link between your event list and map allows you to associate an event with an animated icon on the map.

▸ Static Mapping: Digital maps are an eye-catching addition to any digital sign and are proven to attract the attention of your users over standard, printed signage

The Message is King!

It's true. The success of a digital signage network depends entirely on the content.

By design, digital signage content must follow your overall business and marketing strategy. It must complement the other visitor orientated activities of the location and must be current, relevant, meaningful, interesting, motivating and evoke emotion for your guests.

The good news? Digital display signage is easy to configure, boasts HD picture quality, and allows for the management of multiple display boards from one central location. That means your content can always change when it needs to, and unlike information on paper signs, it will never fray or be torn down.

Current Weather

Stock Price

53.30 (▲1.23)

IMAGINE...

Moving people read static messages and static people read moving messages

It's also important to get the length of messaging right. The type and length of your messages depends on the location where these will be delivered. Long messages will never work in corridors and highly trafficked areas as visitors will not be able to take them in.

Call-to-actions, such as "scan this QR code for today's presentations" are ideal for places where clients spend more time such as waiting areas and meeting rooms.

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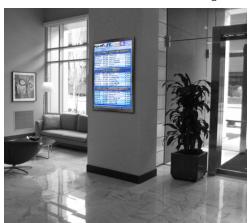# Is the Position of Digital Signage Important?

Yes! As in most things, location of digital signage is critical.

One of the first questions you will need to ask yourself before deploying a digital signage system is where should the screen(s) be located? The answer is simple: in those key areas where your target audience is to be found most often.

Identify daily routines and traffic flows around your venue or space to identify the most appropriate locations. Usually, these are:

Entrances: First impressions really matter. It's important to present key facts about your establishment, promotions, events and staff achievements to visitors.

Corridors/Lift Lobbies: Given the large area of corridor space in some offices, for example, this space can be effectively utilised. In lift lobby areas, for maximum impact, keep your message short and poignant and use imagery to attract their attention.

General Areas: Such as registration desks, receptions, dining areas, and meeting places.

Product Displays: Interactive technology allows your visitors to explore the exhibit in greater depth making knowledge hard to resist! Add pictures, fun facts, games and videos to make displays compelling.

IMAGINE...

arriving at a new office with no idea of where to go. View interactive messages with animated logos, QR codes, maps, photos and video clips that change every few seconds. No print poster can do that.

User friendly software creates dynamic and attractive promotional boards that grab your audience's attention and will give your business a competitive advantage.

![Yap!digital — interactive signage that speaks]

Technology Made Simple

Software takes the complexity out of creating content as well as scheduling and updating digital signage makes it fast and easy for retailers to entice and engage customers in unique ways that use an informative style rather than a hard sell approach.
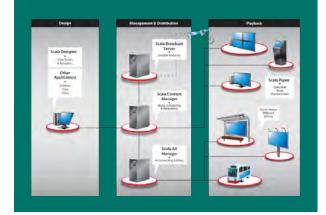
Networks of screens offer you a dynamic, exciting method to communicate with your guests and visitors. It becomes simple to inform them about events, display messages or exhibit work. All you need is a standard PC or Mac, an Internet connection and a few photos, videos and RSS feeds to play with and you're all set.

DIGITAL SIGNAGE IS EASY TO USE!

Drag and drop user interface

Integrates with familiar
Microsoft programs

Integrates with existing event
or other management systems

Digital signage is ultimately flexible. Within minutes, messages can be displayed, updated or corrected. You need a computer with an Internet connection. Information can be streamed in real time from websites to display the latest newsfeeds or live video and TV.

MAIN ELEMENTS THAT WILL NEED TO BE CONSIDERED:

1. Content: namely the message (text and imagery) you wish to display on the screen

2. Hardware: the screen itself and the Media Player that stores your content and sends it to the screen. Do you want to display the same information on all screens, or vary it between screens?
   ▶ One media player: to display the same information on all of your screens
   ▶ Two plus media players – to display different information on different screens

3. Software: this allows you to upload and schedule your content. It speaks to the Media Players transferring information to the screen(s). Your content is uploaded, scheduled and published, prior to being redirected to the Media Player(s) selected. The entire operation takes seconds allowing your message to appear on your screens in almost real-time.

4. Installation: Your screen will need to be mounted on or into a kiosk, table, wall or plinth, and media players will need to be configured. You are now set to go.

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Harmonised Communications

Social media is at the heart of people's communication nowadays and ignoring it means losing immense opportunities of connecting to them and bridging generation gaps. Whether at home, or away, people rely on technology to guide them.

Digital signage, far from being a communication medium on its own, can be used to complement a hotel or hospitality venue's social media presence. Visitors want, need and expect fresh communications – changing digital images and message will make screens more attractive to watch, transforming them into reliable sources of information that visitors consider worth viewing.

IMAGINE...

stream live tweets on your screen to promote to potential visitors

advertise real-time offers, announcements, TV ads and events information

engage with visitors - know that your messages are being heard

How does it work in a nutshell? Your digital signage network directs viewers to Social Media which prompts them to visit your Website.

Let's not forget other communication channels too: - such as magazines, newspapers, radio, TV channel or internet. All still very relevant, and could be promoted and advertised through digital signage messaging.

Instagram

f

Pinterest

twitter

Cost Effective Communications

REDUCE COSTS

Even as your digital signage network is making money by increasing sales or generating advertising revenue, it's saving lots of money, too. A digital signage network does this by:

- Eradicating the cost of printing old-fashioned posters or billboards
- Replacing of printed collateral, such as brochures
- Cutting the expense of getting materials from the printer to multiple locations
- Eliminating labor required to take down old static signage and hang updated signs
- Reducing TV advertising costs by conveying video messages elsewhere

Digital Signage as a Revenue Stream

Digital signage systems provide an additional revenue opportunity by offering prime advertising space for partners, retailers and stakeholders. Examples include:

- Food retailers/cafe displays and promotions
- Tourism companies - special promotions
- Car hire company advertisements

With multiple rotating slides, integrate advertising space tastefully and make the decision to adopt digital signage even more economical.

A VALUABLE SALES TOOL

Digital signage is a powerful motivator and driver of increased sales leaving old-fashioned, printed signage far behind. How?

- Boosts your profits through the sale of advertising space
- Lets you experiment with different pricing models in different locations.
- Commands attention by displaying targeted messages focusing precisely on the thing you want to sell more of.
- Can use video and animation to build a more engaging message.
- Can be customized based on the location, the time of day or what's in and out of stock .

We're ready to start talking! Speak up now about your next project or idea.

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