



DIGITAL SIGNAGE APPLICATIONS FOR HOSPITALITY

Special Report



HOSPITALITY CONTENTS

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High Quality Messaging & Potential Revenue Streams

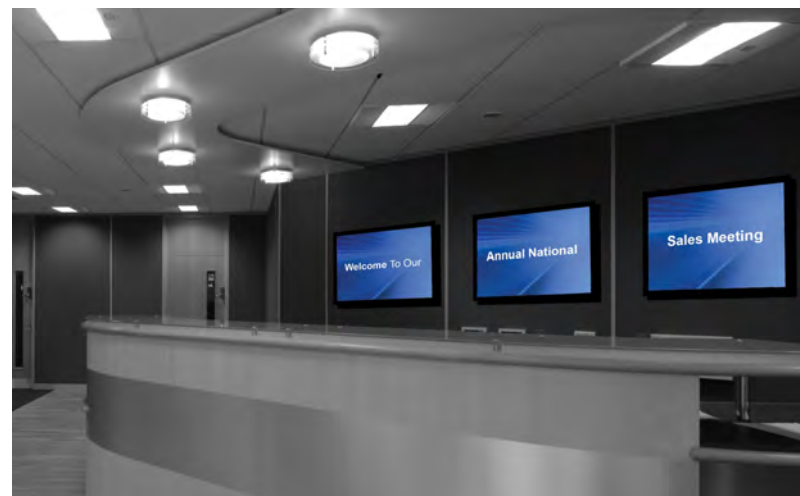
Large hotel chains, restaurants, conference centres, casinos and smaller boutiques alike can benefit significantly from utilizing these crystal clear, user-friendly screens on even a limited scale. Deliver the right message, at the right time, to the right customer consistently at every location and make real-time adjustments to stay ahead of your competition. When is the time right? Now!

From the lobby to the multi-functioning conference space, digital signage solutions are so diverse that they can extend throughout an entire property. With built-in data integration, visitors can be provided with daily event listings and meeting details. Wayfinding functionality can add property maps and provide guests with directions to near-by attractions and points of interest.

Digital signage can also be placed in hallways to direct guests to conference room locations, list restaurant hours, display special room promotions and frequent traveler program information. Value-added content may include menu promotions, adverts from local businesses, weather, news and community events.

As with any communication, the success of digital signage is governed by the content. Achieving synergy with the messaging and design to create cohesive content is vital. [See more about this under 'Designing Content' on page 7].

KEEPING VISITORS ENGAGED, INFORMED AND ENTERTAINED



Inform, Advertise, Navigate & Interact

Digital signage gives your property a dynamic communication solution that not only attracts the attention of your guests, but also offers you a unique method to break through the clutter of boring paper signs and get your message noticed by visitors and strangers alike!

IMAGINE...

highlighting luxury amenities,
spa facilities or sports amenities

promoting local events
or concerts

sharing news about special
offers and tour deals



APPLICATIONS

- ▶ Virtual concierge
- ▶ Event list display
- ▶ Readerboard
- ▶ Wayfinding
- ▶ Flight schedule
- ▶ Guest room TV network
- ▶ Meeting & conference space signage
- ▶ Back of house communications
- ▶ Digital restaurant menus
- ▶ Large glazing areas (for projection systems)

Advertising Network: Hotels, conference centres, casinos and restaurants are the central gathering location for hundreds – if not thousands – of visiting consumers who will spend their money at the option that can get their attention first. Hotel digital signage is an advertising and a moneymaking opportunity for hotels that utilize it. Using an intuitive, easy-to-use software and content management system, hotels can deliver value-added promotions, partner advertising and announcements throughout their facilities.

Messaging of the Future

Today, digital information is everywhere. Consider the numerous ways that digital signage can be used at your Hotel, Casino, Restaurant or Conference space to:

- ▶ Guide guests with property mapping
- ▶ Improve customer service
- ▶ Act as a digital concierge for guests
- ▶ Integrate with your sales & event management system
- ▶ Display menus for on-property restaurants
- ▶ Inform guests of flight delays
- ▶ Display top news stories & live internet content
- ▶ Output multi-day weather forecast
- ▶ Promote partner attractions\ouchers with QR codes

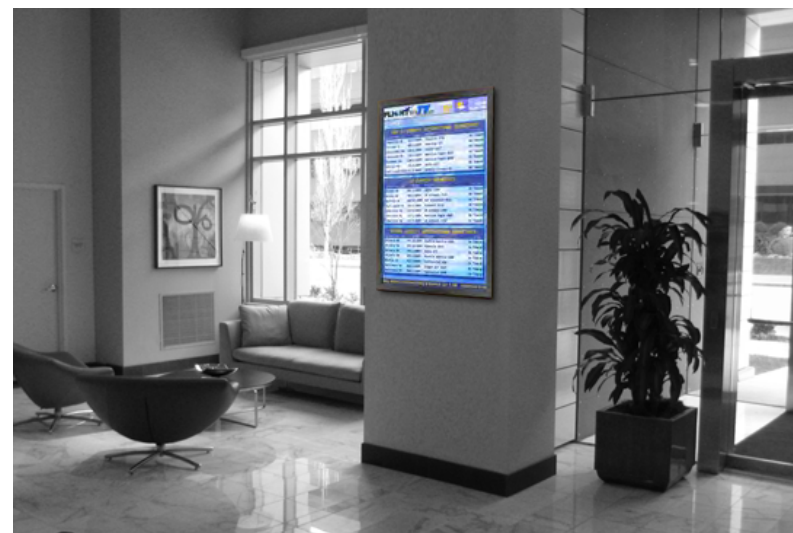
IMAGINE...

Informing customers about special deals at sister/partner establishments
playing videos about popular tourist attractions
announcing local entertainment events, shows or cabarets

WHERE?

Ideal locations for indoor or outdoor digital screens, kiosks, tables or displays include:

- ▶ Lobbies
- ▶ Elevator Banks
- ▶ Restaurants
- ▶ Conference centres
- ▶ Spa, gym and sports centres
- ▶ Back of house locations
- ▶ Guest room TV channel



Navigating made easy!

With built-in wayfinding technology, you can efficiently direct people throughout your function space with interactive digital touchscreens. Getting people where they need to be is no easy task in a large facility or on a vast resort. Interactive digital signage offers powerful solutions to relegate that awkwardly folded, printed map to the pages of history.

From any point in the property, wayfinding tools can be utilised to create the perfect fit for your visual mapping needs.



WAYFINDING DIGITAL SIGNAGE OPTIONS:

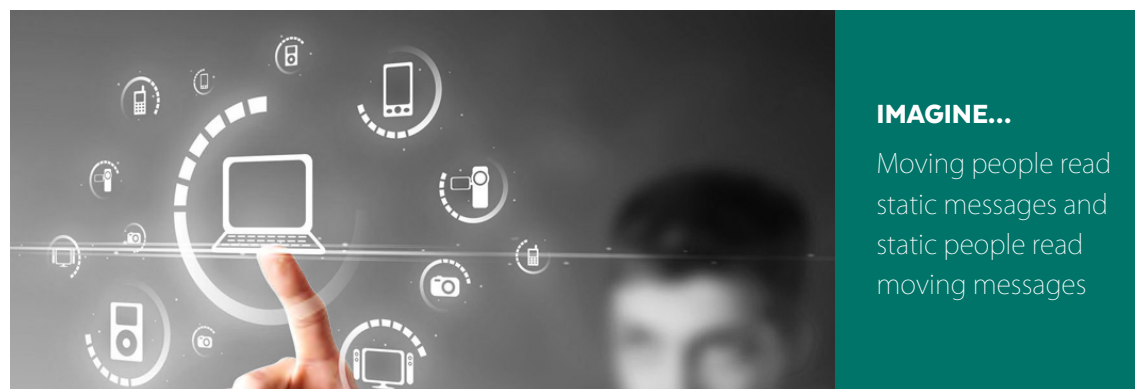
- ▶ Step-by-step directions: Similar to popular online mapping solutions, with directions to allow you to provide your users with enhanced functionality that will guide them to their destination.
- ▶ Path Drawing: Intuitive back-end functionality allows a directional path to be drawn from one point to 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.



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.

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 screens 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 to identify the most appropriate locations. Usually, these are:

Lobby: 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 hotels, 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 the sports areas, spa, dining areas, and waiting areas.

Room Service: Menus make room service sound appealing, but in-room digital signage adds a visual component that is even harder to resist. Add pictures to room service menus and combine them with promotional information. Add fun facts about your city or town to create a compelling display that will blend into your hotel rooms.

IMAGINE...

a sale in the Gift Shop with a digital message, animated logos, text, photos and video clips that change every few seconds. No print poster can do that.'



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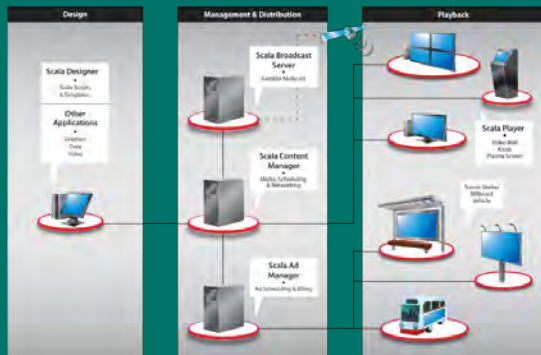
Technology Made Simple

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.

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.



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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