



DIGITAL SIGNAGE APPLICATIONS FOR MANUFACTURING

Special Report



MANUFACTURING CONTENTS

- 3 Introducing digital signage for Manufacturing
- 4 Applications for Digital Communications
- 5 Making powerful connections
- 6 Wayfinding – Navigating made easy
- 7 Designing Content – the message is King!
- 8 Location, Location, Location!
- 9 How Does Digital Signage work?
- 10 Social Media, Traditional Media & Digital Signage
- 11 How can Digital Signage help my bottom Line?
- 12 Useful Contact Information

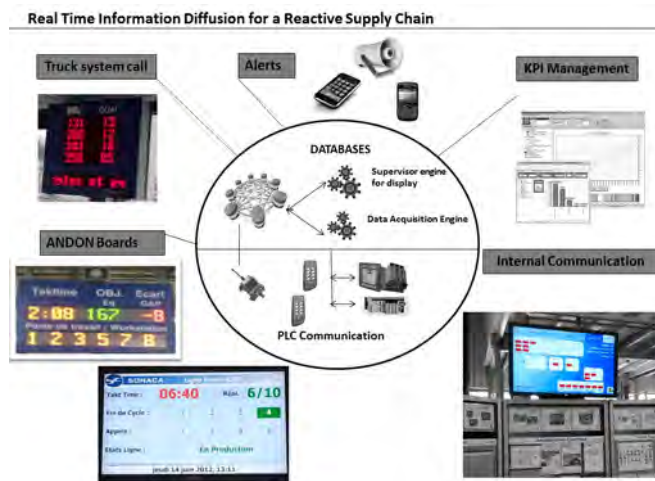


A One Size Fits All Solution!

Large and small organisations in manufacturing with shop floors, production lines or the like, are increasing using digital signage to enhance productivity and communications in the factory environment.

Whether a dozen staff or thousands, digital signage can help to effectively communicate with all users – in a planned, regular or sporadic way to enhance the production environment.

Manufacturing facilities may be the best equipped out of any work environment to reap the benefits of digital signage in the workplace. Imagine your employees tasked with repetitive technical tasks and operating complex machinery without ready access to the traditional mediums of phone and email service – digital signage gives employers effective ways to communicate efficiently and effectively with their workers.



Ideal for large or complicated domains, 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. Utilize the mapping feature to easily direct visitors through your facility and connected buildings. Take advantage of the built-in emergency messaging application to convey important safety alerts.

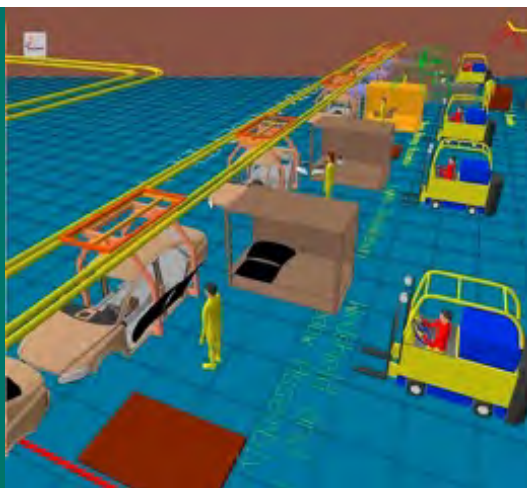
Use digital signage to educate, inform, entertain and convince your staff that you can produce the best products.

Inform, Advertise, Navigate & Interact

Interact with staff using digital displays uniquely suited to deliver manufacturing-related, dynamic content. Think training, safety videos, real time production charts, staff updates on interactive kiosks. Information at the touch of a button!

IMAGINE ...

production figures for the last hour
– real time productivity indicators
relay a training video for the latest
piece of equipment
reminder staff about work rosters



Car Parts Factory: Announce latest product technical specifications and output targets versus results to parts the floor. Motivational images and videos to keep those staff involved in repetitive tasks alert and attentive.

APPLICATIONS

- ▶ Circulate updates, reminders, and messages quickly without disrupting already over-burdened managers and supervisors
- ▶ Run training videos
- ▶ Presentations on important PPE or safety features
- ▶ Display production schedules and progress reports
- ▶ Use digital signage for more traditional communications like sharing company updates and newsletter stories
- ▶ Reinforce important safety procedures
- ▶ Sustain morale by distributing information in an advanced and exciting way

Control at the touch of a button

Get up close and personal to your staff with digital signage. Respond to changes in work schedules, production targets, safety and training. Effectively handle any regional or nationally controlled/managed signage networks. Whether planned, or un-planned, digital signage is ultimately flexible and puts you in control!

Digital signage is particularly suited to deliver manufacturing-related, dynamically-produced content. Signage content can take many forms – training or safety videos to informational slides, dynamically-produced charts, figures and tables to interactive kiosks – all information that can be updated and delivered remotely.

Consider the numerous ways that digital signage can be used at your factory to:

- ▶ Display production targets and results by hour/day/week/month
- ▶ Modify your display for each department in your company or each specific location
- ▶ Display the company goals and results
- ▶ Announce safety messages or reminders
- ▶ Reinforce company branding and announce staff news
- ▶ Track output and efficiency with easy-to-interpret graphs and charts
- ▶ Display training solutions.

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

- ▶ Main workstations on factory floor
- ▶ Staff rooms
- ▶ Cafeterias
- ▶ Welcome and information areas

Entry signage: Keep all staff informed at the factory point of entry.

Announce dates, rosters and advertise training workshop opportunities.

Highlighting last minute schedule changes as a result of staff illness.

IMAGINE ...

announcing long service achievements or other important milestones

playing an inspirational message from the CEO

promoting social club news and events



Navigating made easy!

A digital signage network is far more than signs on the wall. With hundreds of people working in your facility, digital signage can help you effectively communicate with all of your staff and guests.

With built-in wayfinding technology, you can efficiently direct people throughout your workshops with interactive digital touchscreens. Getting people where they need to be is no easy task in a large manufacturing facility.

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:

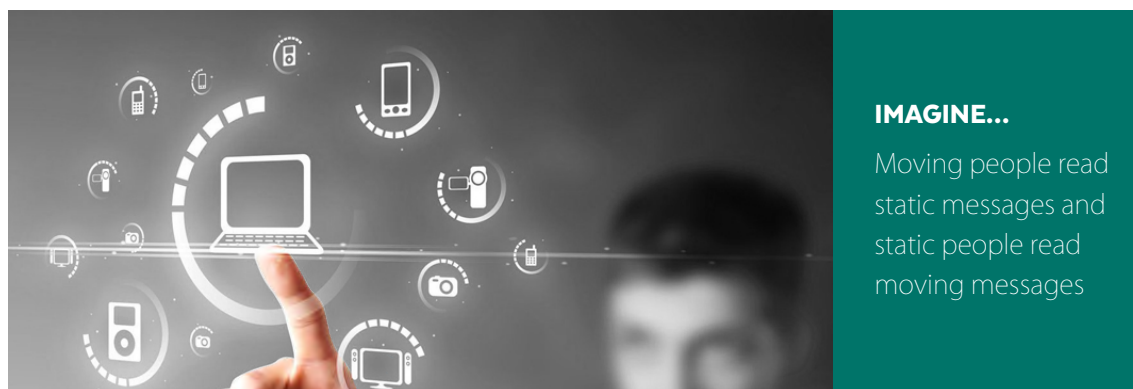
- ▶ Step-by-step directions: Similar to popular online mapping solutions, with directions to allow you to provide your users with enhanced functionality that will guide them to their destination.
- ▶ Path Drawing: Intuitive back-end functionality allows a directional path to be drawn from one point to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

Staff Rooms and Cafes: These spaces can be effectively utilised when staff are in down-time mode. For maximum impact, keep your message light, newsworthy and poignant with vibrant, positive imagery to attract staff attention.

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



Factory Areas: Such as production floors, dining areas and meeting places.

Training Rooms: Interactive technology allows your staff to explore equipment in greater depth making knowledge hard to resist! Add pictures, fun facts, games and videos to make displays compelling.

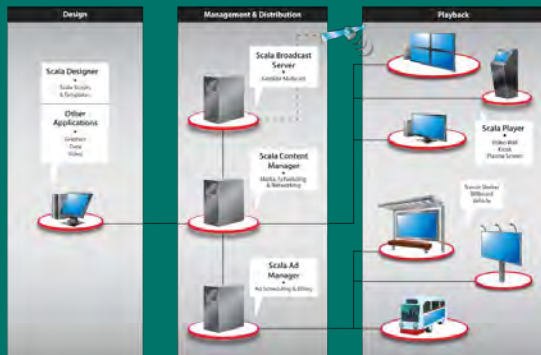
Technology Made Simple

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
- ▶ Can use video and animation to build a more engaging message.





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

P (08) 9274 5151

E tim@signsandlines.com
paul@signsandlines.com

yapdigital.com.au

Yap! Digital, 5 Meliador Way, Midvale, Perth WA 6056

