



# **DIGITAL SIGNAGE APPLICATIONS FOR WAYFINDING**

Special Report



# WAYFINDING CONTENTS

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## A One Size Fits All Solution!

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

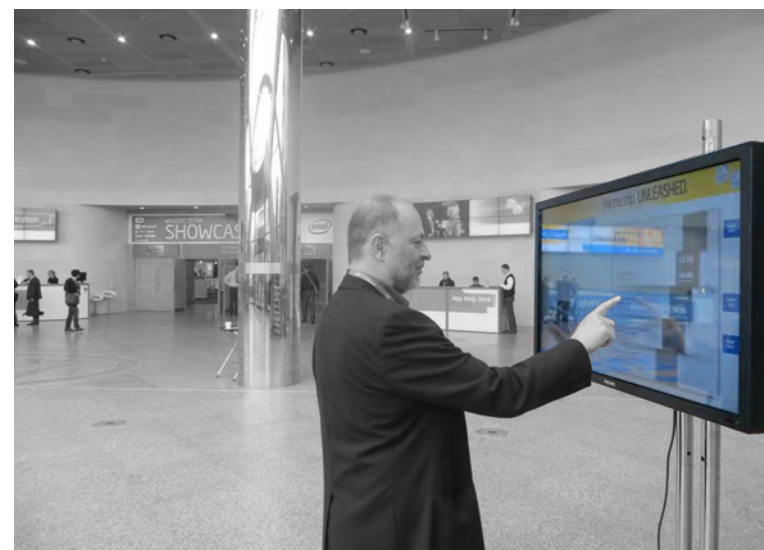
With different people streaming through your public areas at any given time, digital signage can help to effectively communicate with all users – whether they be regular clients, customers, suppliers, staff or special one off users.

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 and convince people that you can provide the best products, services and support that they need.



## More features, so many possibilities

Digital wayfinding moves beyond a one-size-fits-all signage approach.

By displaying an expanded floor map on an interactive kiosk, for example, people will find their way – simply, easily and with minimal confusion. This is especially valuable in complex buildings such as stadiums, arenas, convention centres and airports.

Using digital signage allows information to be dynamic – floor layouts, conference rooms, access routes and meeting points can be changed. Information is displayed in a visually appealing style to boost professionalism and style.

Digital Signage Applications:

**Mapping:** Help your visitors find their destination with interactive maps in easy to use touchscreen kiosks.

**Personalize your displays:** Welcome particular guests or groups on each display and personalize your wayfinding.

**List current and upcoming events:** Display and promote current or upcoming scheduled events at your venue.

**Display the time and point guests to local services:** Help your guests manage their time by displaying the time and pointing guests to local services such as restrooms, water fountains and retail outlets.

**Show facility hours:** Keep visitors informed by displaying opening hours alongside directions to your facilities.

**Promote nearby facilities and outlets:** Direct people to local amenities such as coffee shops, gift shops, or other retail businesses. Incorporate text, graphics, video and audio to promote to build the appeal of these options.





## Control at the touch of a button

Today, digital information is everywhere. Consider the numerous ways that digital signage can be used at your venue to inform and navigate:

- ▶ Provide timetables & schedules
- ▶ Direct visitors with building maps & directories
- ▶ Alert visitors & staff of emergency information
- ▶ Display events & meetings
- ▶ Showcase products and schedule changes
- ▶ Display dining options
- ▶ Display travel, medical and health & safety messages

### IMAGINE...

displaying a current, 'real-time'  
welcome message to your visitors

informing your guests with a  
selection of services and support  
that they need

a viable income source from  
advertising revenues



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

- ▶ Main concourses
- ▶ Booking facilities
- ▶ Elevator Banks
- ▶ Restaurants
- ▶ Facility retail establishment
- ▶ Welcome and information areas



## Navigating made easy!

A digital signage network is far more than signs on the wall.

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

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



### WAYFINDING DIGITAL SIGNAGE OPTIONS:

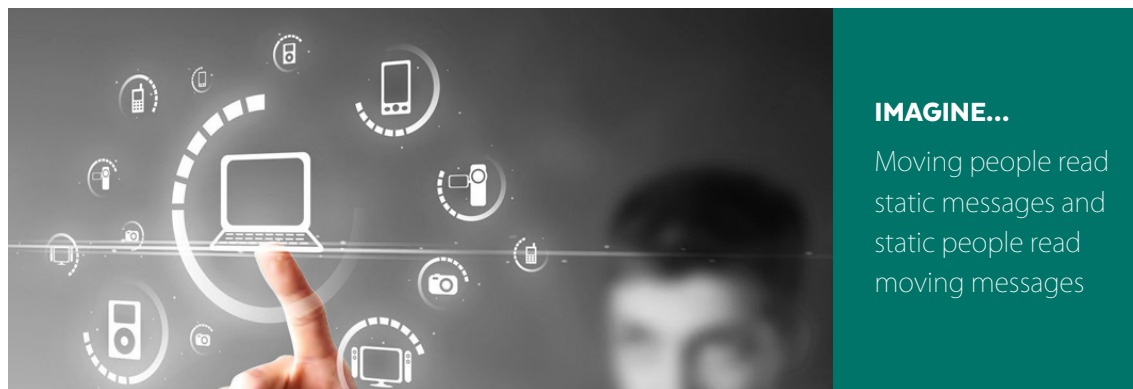
- ▶ Step-by-step directions: Similar to popular online mapping solutions, with directions to allow you to provide your users with enhanced functionality that will guide them to their destination.
- ▶ A retail kiosk shows passersby general sales information; touching the screen opens a vast store of specific, easily searchable product details
- ▶ 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.



### 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.

## Is the Position of Digital Signage Important?

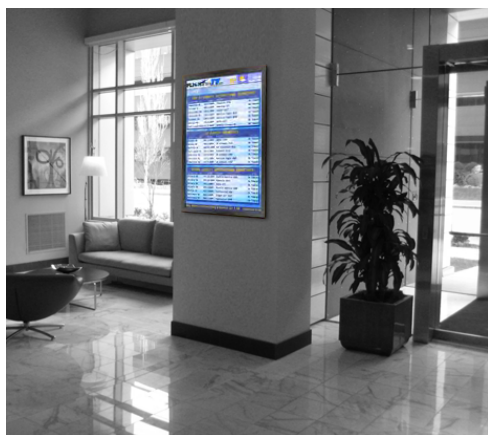
Yes! As in most things, location of digital signage is critical.

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.

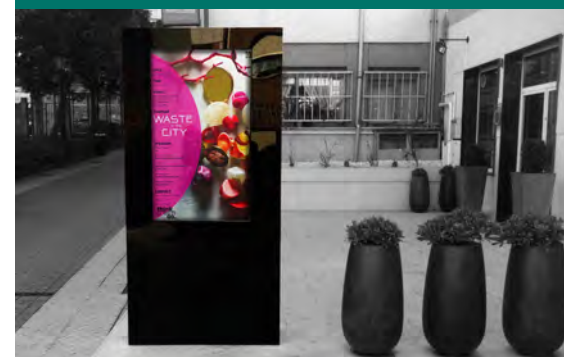


**General Areas:** Such as registration desks, receptions, dining areas, and meeting places.

**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 venue 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.



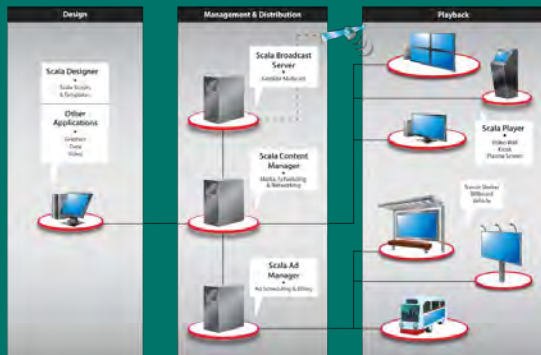
## Technology Made Simple

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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