DIGITAL SIGNAGE

& INTEGRATED WORKPLACE COMMUNICATIONS FOR MODERN MANUFACTURING

The Ultimate Guide for OEM & Discrete Manufacturing Enterprises

From Industry 4.0 and Smart Factory initiatives to plant-floor safety, live KPIs, employee engagement and enterprise-scale communications.



INTRODUCTION

The shift: signage is becoming operational infrastructure

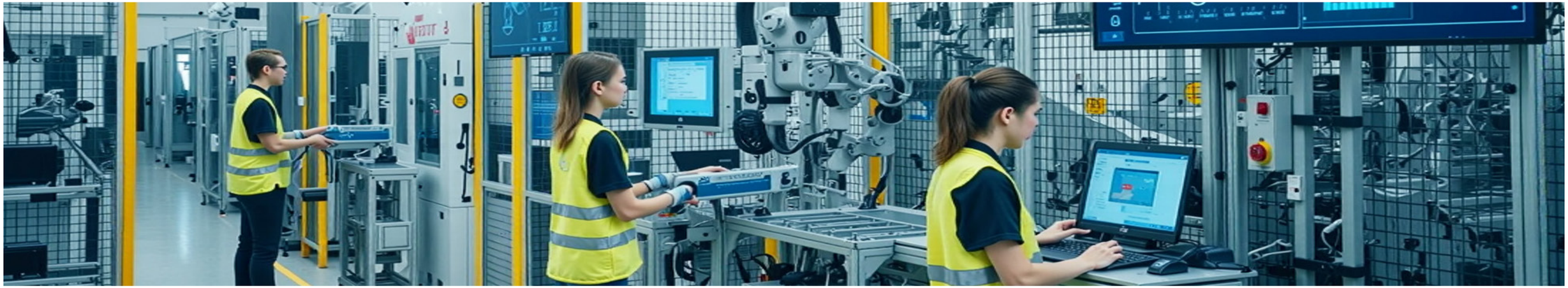
As a manufacturing leader, you already know Industry 4.0, Smart Factory, and Lean Six Sigma. But did you know that digital signage could be a key component of transforming your business in the age of Industry 4.0?

You may think of digital signage as an outdated medium, but modern platforms are embracing Industry 4.0 with automated, integrated solutions that go far beyond a static TV screen in your lobby.

The bigger shift isn't the technology—it's what has changed around your plants. A structural labor shortage keeps communications and operations teams lean, OSHA enforcement is tightening (up to $165,514 per willful violation), reshoring and multi-site buildouts are specifying signage from day one, IT governance treats screens as enterprise endpoints, and AI is moving from novelty to expectation. Digital signage is no longer just a nice-to-have—it's becoming operational infrastructure that keeps plant-floor communications aligned with how your operations run.

From safety reminders on the production floor to KPI dashboards at headquarters, modern digital signage reaches employees in ways other channels can't, delivering real bottom-line impact through better health and safety, internal communication, and employee engagement.

This guide explores the possibilities of digital signage for modern manufacturers—from key benefits and content strategy to the justification you need to secure leadership buy-in.



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01

The Positive Effect of Digital Signage

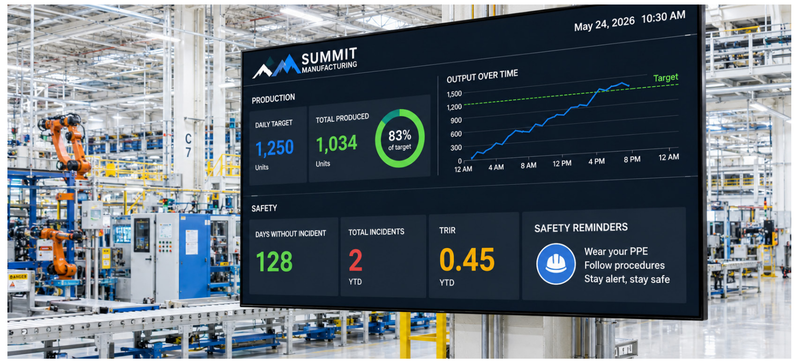
INTRODUCTION

The Positive Effect of Digital Signage

When integrated into a complete workplace engagement strategy, a digital sinage solution is one of your most effective means to accomplish your organization’s goals.

As a manufacturer, you want to meet (or exceed) production targets while maintaining the safety and satisfaction of your workers. Digital signage is a powerful way to communicate those priorities in a visual, interactive manner and drive positive outcomes.









Protect Your Business & Insulate Profits

Digital signage protects against injury-related downtime and improves workplace safety. It has been linked to a 20% reduction in workplace injuries, and the cost of getting safety communication wrong is quantifiable: OSHA penalties reach $165,514 per willful violation as of January 2025 — more than a year of an enterprise signage platform at most multi-plant accounts. Unlike bulletin boards or static slides, it tailors safety information to each location and audience.

Increase Employee Engagement & Productivity

Engagement directly impacts the bottom line. Disengaged employees could cost a median-sized S&P 500 company upwards of $228 million per year, while the most engaged workforces achieve up to 21% higher profitability than less engaged peers. Digital signage captures attention with real-time data, performance updates, and training content. In manufacturing, floor-visible live content has been linked to 22% higher workplace engagement and a 41% reduction in quality defects. Engagement shows up in throughput and scrap rates.

Scale Your Investment & Your Business

By streamlining content creation and distribution, digital signage lets you execute communication goals continuously across your organization. Freed from signage logistics, you can focus on the business goals the content serves: higher production volume, less equipment downtime, or improved employee safety. The same approach scales as you add plants: content can be localized for each facility's language, and performance can be analyzed by location, team, zone, and role. A rollout that starts at one site doesn't have to be rebuilt for the next.

02

How Manufacturers Can Use Digital Signage Effectively

Five business functions, five different playbooks

SECTION 02

How Manufacturers Can Use Digital Signage Effectively

Depending on what department you belong to and how your organization is structured, you might have preconceived notions about how digital signage should be used and managed. However, you might be surprised to learn how many different parts of the business can benefit from digital signage.

We'll review key benefits and uses for the five business areas that manage digtal signage most directly in manufacturing enterprises: environmental, health, and safety (EHS); operational excellence (OpEx); internal communications; facilities management; and information technology (IT).



Environmental, Health & Safety (EHS)

Goal: Maintain employee health and safety with effective communication and training. The outcome that matters: push a safety alert to every screen in a plant zone in under 60 seconds — then prove it displayed and document it automatically for your OSHA audit trail.

How EHS managers can use digital signage:

- Deliver real-time safety alerts to prevent incidents and integrate with IoT sensors for immediate incident reporting.
- Share hands-on safety training with employees with interactive touch screens.
- Efficiently communicate about changes to safety regulations with video-based briefings or compliance checklists

Operational Excellence (OpEx)

Goal: Optimize internal processes, reduce costs, and enhance overall business performance.

The outcome that matters: The operators who need to act on a problem are usually the last to see it. Live OEE, throughput, and defect data, pulled straight from your ERP and MES onto floor screens, closes that gap.

How OpEx directors can use digital signage:

- Integrate with existing technology stack to share real-time data visualizations.
- Monitor production efficiency with piece rate and station timers. Align company goals with dashboards that track KPI metrics, such as defect rates, scrap rates, and first-pass yield.
- Improve facility operations and reduce incident-related costs with predictive analytics that help maintenance technicians strategically service machines.
- Keep the workforce informed and focused on goals by displaying checklists and reminders for quality control at various stages of production.
- Spread information about ongoing or upcoming Kaizen events (continuous improvement initiatives).



Internal Communications

Goal: Ensure that all employees, from the shop floor to the executive level, are well-informed.

How internal communications managers can use digital signage:

- Reach every employee: Localize content by facility language across global, multi-facility enterprises and hybrid teams.
- Share crisis information: Quickly distribute safety alerts via mobile, desktop push notifications, or digital signage.
- Train & onboard: Display interactive training, company policies, and onboarding schedules in an engaging, accessible format.
- Engage with feedback: Share real-time survey results, suggestions, and responses to foster a transparent workplace.
- Measure performance: Analyze and improve content by location, team, zone, and role.



Facilities Management

Goal: Enhance plant operations and minimize equipment downtime for cost-efficient facilities management.

How facilities managers can use digital signage:

- Integrate digital signage with IoT devices to monitor equipment health metrics and predictive maintenance schedules.
- Support frontline workers with safety warnings, critical OSHA notifications, and real-time status updates.
- Increase visibility into plant operations and maximize production capacity with centralized control systems.



Information Technology (IT)

Goal: Manage business technology systems efficiently while maintaining data security.

How IT directors can use digital signage:

- Easily integrate with existing software and hardware to display data without manual updates.
- Facilitate departmental collaboration with a scalable, enterprise-grade content management system.
- Maintain productivity regardless of internet connection using flexible cloud-based technology with offline capabilities.
- Reduce IT resources required for internal communications and shift focus to tasks that require more technical skills.

03

Content Strategy: Digital Signage Best Practices

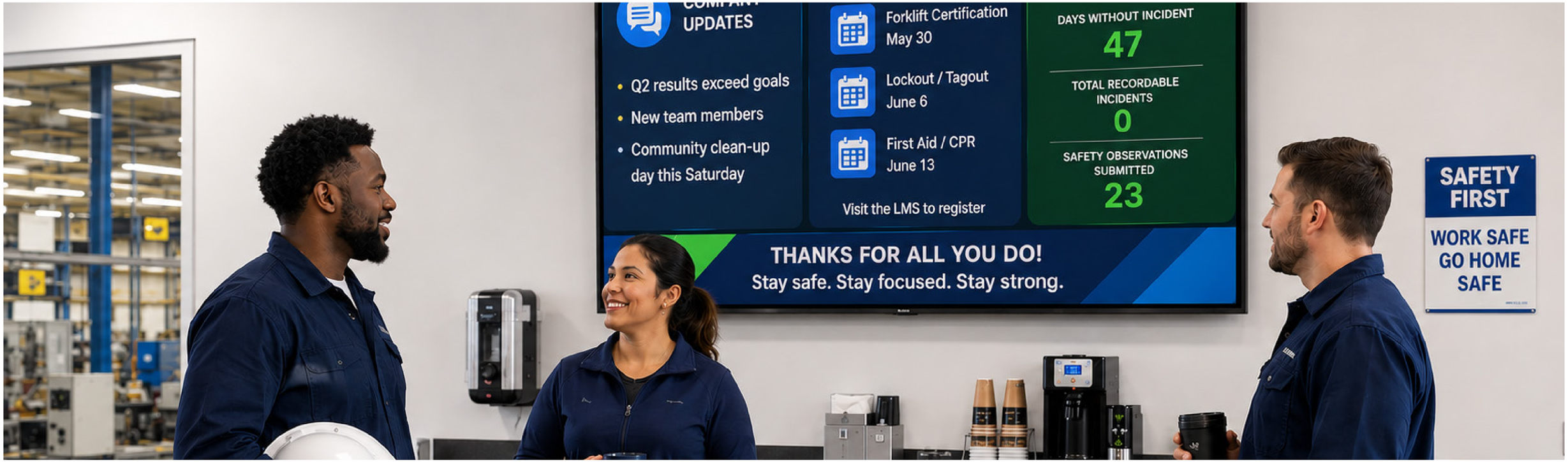
Target content to your audience, and have a plan for measuring its performance.

SECTION 03

Content Strategy: Digital Signage Best Practices

Companies that don't think through the relevancy and cadence of their content often-find that signage isn't performing how they'd hoped. One reason may be that they're not tracking the effectiveness of their content, using analytics and/or observational feedback. To maintain digital signage's true effectiveness, it's important to target content to the audience and have a plan for measuring its performance.

For any content you create for digital signage, keep these general best practices in mind:



Maximize legibility

Consider font size, typeface, and white space to ensure text can be easily read, even at a distance.

Stay on message, especially with imagery

Any visual material you use should reflect your message. For example, your organization will not come across as modern using a vintage typeface. Use only high-quality images, not blurry or cheesy stock photos.

Make your call to action clear

The ultimate goal of digital signage is engagement, so come up with a compelling call to action and keep instructions clear and concise.

Match screen timing to the display environment

Be mindful of how your visual design interacts with the surrounding environment, and adjust any animations, motion, or transitions accordingly. The fast pace of a factory floor might call for faster screen changes. The relative quiet of a corporate lobby might be slower.

Choose Your Executive Sponsor

The executive sponsor is responsible for digital signage strategy, budget, and ROI. This highly strategic role requires an individual who truly understands the goals of your organization. Many teams default to a communications or IT professional as the executive sponsor, but consider who else in your organization with a strong business perspective may fit the bill. We recommend the Director of OpEx as the primary executive sponsor, since this role typically owns budget and is accountable for operational performance and ROI. Engage IT early for technical alignment, and bring in EHS as a co-champion given their stake in safety and compliance outcomes.

Frequency

Many users of digital signage report only changing content once per month, and that's simply not enough for most audiences. Think about the frequency at which people will see your displays. Office staff and frontline workers who are in your facilities every day will learn to ignore signage if it doesn't display new information. For manufacturing businesses, changing your displays daily — or even multiple times per day — will provide the most benefit. No matter how often you change content, you need a plan in place.

Here are some questions to ask yourself as you build your digital signage content strategy:

- What needs to be communicated (and when) to achieve your goals and overcome your challenges?
- Which assets will be used?
- When will these assets be scheduled to publish?
- What metrics will you use to measure success?



Format

Compelling content is critical if you want your content strategy to be successful. What formats do you have (or can you create) to make your screen as energizing as possible? Start with the usual suspects in your communication toolkit:

- Presentation slides
- Photos
- Graphics: static and animated (including 3D)
- Videos

Then when you expand your thinking, you may quickly discover more options that support your strategy:

- **Internal information:** How about project timelines? Health and safety information? Andon boards? KPI dashboards?
- **Streamed video:** Extend your video reach to YouTube, Vimeo, and even live streams from meetings or news channels. Content could include company updates, safety PSAs, or internal promotions.
- **Social media:** Live feeds of your social media posts can be converted to integrate into your screen design.
- **Guided information and wayfinding:** In an expansive warehouse or production facility, employees and visitors rely on displays to point them in the right direction.

Make sure you match the format to your audience's role and signage location. For example, you probably don't want a busy production employee to stop what they're doing and watch a 60-second video.



How Digital Signage Software Affects Your Strategy

Creating all of this content sounds overwhelming, but it can be simple with the right digital signage platform. Modern software comes with a content management system (CMS) that allows even non-technical users to update screens easily anytime and from anywhere. By connecting to real-time sources, this software can display current news, safety information, production status, and more. An intelligently designed digital signage platform will automate parts of the process, saving your organization time and money.

A complex strategy deployed across many locations, with a large amount of content and frequent updates, will require significant management. Consider how this matches up against your available resources to support the endeavor. You may have to narrow your strategy, or select a platform that can easily handle your needs.



Data Visualization & Connectivity

What sets a good digital signage platform apart from a simple TV monitor? The ability to integrate with the technology your business already uses to track metrics related to sales, production, logistics, health and safety, and more. Here are a few ideas for data visualizations manufacturers may want to display on digital signage:

- KPI dashboards from Microsoft Power BI, Tableau, TIBCO, or other software
- Production line status and metrics based on data from IoT devices

- Real-time logistics updates such as ETAs for incoming shipments
- Safety alerts and capacity updates via equipment integrations

It’s important to note that not every digital signage platform offers these types of integrations, so make sure you choose one that delivers the connectivity your enterprise needs.

SECTION 03 · CONTENT STRATEGY

Interactivity

Although you may think of digital signage as a one-way communication channel, from the screen to your audience, modern technology offers ways for your viewers to interact with content directly. Near-field communication (NFC), QR codes, and touch-screen hardware are three simple ways companies can make their signage more interactive.

- **NFC:** When both a digital screen and a mobile device have this embedded chip, connection is only a tap away. As a viewer watches a video or reads a message on digital signage, the CTA calls for a tap on a nearby panel that will provide more information. With a touch on this “tap point,” the mutual NFC chips send the relevant new content to the viewer’s mobile device instantly.
- **QR codes:** These are the 2D bar codes readable by smartphone cameras. The QR code can contain a host of information: text, a URL, phone numbers, SMS, or imagery. Including QR codes on your digital signage offers more opportunities to connect with your viewers.
- **Touch screens:** Some digital signage software integrates with touch-screen hardware to create interactive experiences for employees. Users can navigate through different layers and categories of information to quickly find what they need.

Manufacturers can use touch screens to provide access to important HR information, such as benefits enrollment, safety training, and compliance updatesbenefits enrollment, safety training, and compliance updates.

> **Pro tip:** The shared data in both NFC and QR codes makes these excellent opportunities to measure and improve your digital signage ROI.

Location

One of the most important points of strategic planning is where your digital signage screens are located. While this is sometimes treated as a matter of convenience ("We hung the monitor there because that's closest to the outlet…"), the truth is that if no one can see your signage, your content will have no effect.

Consider conducting an employee survey or focus group to understand if existing displays are in the best place for the audience. As in real estate, location matters: Maximize your ROI based on where your signage and its content are positioned.



Precise Positioning

There's a science to positioning. Here are some numbers worth being aware of as you decide on the best location for your digital signage.

Viewing distance: A person with 20/20 vision can read text a few inches tall up to 25 feet away, and it takes 7 seconds for an advancing person to reach a screen 25 feet away. So, in high-traffic areas, expect that you only get about 7 seconds of someone's attention before they pass the screen.

Viewing heights and angles:

- At 5 feet away, the attention field is within 2 feet of eye level.
- At 10 feet, attention is within 4 feet of eye level.
- At 20 feet, attention is within 8.5 feet of eye level.

Targeting

Another factor to consider when building your content strategy is how it should differ based on where your screens are located and who's viewing them. Your messaging for corporate desk workers probably shouldn't be the same as for frontline workers. And even among frontline workers, your shipping team has different needs from your equipment operators.

Additionally, your workforce may have different needs based on geography: winter weather alerts that are vital for your facilities in the Northeast of the U.S. are likely unnecessary for a location in Florida. The right digital signage platform can help you easily target and cater to specific employees based on role, team, and location.



Here are a few settings and audiences to consider as a manufacturer:

In the Office

Emails, meetings, and memos will continue, but relying on these tools is no longer effective. The inbox is jammed up and information gets lost. Digital signage is your centralized tool for daily communication with office staff and important company performance updates, increasing employee trust in and reliance on active, timely corporate communications. Whether in a single building or scattered across the globe, your digital signage can help reinforce your brand, culture, and goals. In addition to being a good place for individual or team recognition, digital signage can spotlight KPIs and company performance through dashboards. Include key metrics that employees should be aware of and working toward improving, such as:

- Sales targets compared to current pipeline
- Call center agent wait times
- Customer satisfaction scores
- Network operations center status and upload times

For Remote Employees

Hybrid and remote employees must be as engaged and integrated into the company's mission and messaging as on-premises workers. With the right software, the monitors around your office campus can parallel individualized remote desktop and mobile screens, creating a flexible, scalable network for connecting people and ideas across your organization.

These diverse screens are then, in effect, the same screen. This empowers you to publish compelling communications to everyone, anywhere, from a central source, helping to improve employee education, morale, and retention.

On the Production (or Warehouse) Floor

Your manufacturing technicians, engineers, production supervisors, and supply chain workers occupy critical roles. Without them, your business couldn't exist. How can digital signage influence and support their ability to manufacture, build, maintain, stock, package, ship, and deliver?

Typical internal communication channels cannot reach and engage frontline employees reliably due to the busy and often loud production environment. Digital signage can break through the noise. Remember that signage in this setting should be simple and informative, not distracting. Also consider the size of the screens in this area; they may need to be larger to compensate for the distance many workers will view them from.

In the Breakroom

The breakroom offers a more attentive audience for digital signage, making it an ideal space to keep employees informed and engaged. Breakroom digital signage can provide timely updates through informational videos, company announcements, production bottlenecks, training content, and critical issues affecting the production line. Safety alerts, reminders, and best practices displayed at the right time can also help reinforce safe behaviors and reduce workplace injuries.

Beyond operational updates, digital signage can strengthen company culture and employee engagement. Something as simple as a targeted birthday, work anniversary, or employee recognition announcement can make a meaningful difference. Regular recognition helps employees feel valued and connected, making it a powerful tool for manufacturing teams that may otherwise feel disconnected from the broader corporate culture.

In the Conference Room

When employees book a conference room from kiosks, the organization's mobile app, or even integration with email clients like Outlook, a proper workspace reservation system integrates with digital signage to keep teammates informed. The screen outside the booked room updates throughout the day to visually announce room reservation availability.

During meetings, screens inside the room display presentations and connect remote and in-office team members via video conferencing software. But what about when the screen isn't actively in use? Some digital signage platforms leverage inactive meeting room screens to serve as an extension of the digital signage network. You can further reinforce communications messages by tailoring content in these areas to the employees who typically use them, perhaps reminding employees about important IT updates or new company initiatives.

The Importance of Playlists

An important component of your strategy is how the CMS handles "playlists." Playlists organize content and play it when and where you want it to be seen. There are a few types of playlists offered by digital signage CMS platforms:

- Basic playlist: Feature important messages in a static loop of content.
- Dayparting playlist: Play designated communications on different days and at specific times.
- "Clever playlist:" Automate content delivery to one or more players with data-driven configurations based on machine learning.

A core benefit to playlists is content organization. Instead of time-consuming, one-by-one scheduling of content, playlists can collect and group content, filtered by criteria that support your strategy, such as categories, topics, locations, and social media. As team members add tagged content to asset folders, the playlists can automatically organize it in a meaningful way, ready for the right digital sign at the right time.

Analysis & Optimization

Today's digital signage can create interactive experiences that provide tracking metrics to help you better understand your audience's behaviors, and from there create more compelling messages that support your mission. You can infer how your signage is performing based on metrics surrounding employee engagement, health, and safety. However, modern platforms offer more advanced ways to measure the effectiveness of your signage:

- **Heat maps and dwell times:** Sensors on your displays can scan your audience to provide accurate reports of what content was viewed and for how long.
- **Proof of play:** Proof of play is the reporting system that provides details of your content appearing on screen. Proof of play won't tell you the entire data story on its own, but it can help you match improvements in KPIs to your digital signage efforts.



04

Hardware Selection

Up until now, the focus of this guide has been the content that digital signage can bring to life and the benefits it can deliver. But, of course, there is no digital signage without the hardware that delivers this experience to your audience.

SECTION 04

Hardware Selection

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Types of Media Players

The most important hardware is the media player, which interfaces with your screen and sends the content to the display. Your digital signage platform provides device management for this player, sending your content assets across the network (wired or internet-based) to appear on the right screen at the right time. There are many types of digital signage m dia players, each with its own set of configurations, storage, properties, connections, and cost:

- **Windows-based players** are commonly available, with the advantages of power and customizability. These typically feature the fastest processors with dedicated graphics cards. Because of their advanced features, Windows media players are among the most expensive options.
- **BrightSign players** are Linux-based and built specifically for digital signage. They are highly reliable and compatible with many CMS providers. Typically less powerful than Windows players, BrightSign players can still render 8k videos along with tickers and multiple content zones. They also support a variety of sensors.
- **Android players** are especially budget-friendly and generally capable, although they are not the best choice for high-resolution video walls or mission-critical video synchronization. These players typically run on processors originally developed for mobile devices like tablets and phones.
- **System on a Chip (SoC)** players combine the display and digital signage into one system, offering the ultimate solution for convenience, simplicity, and cost-effectiveness. That said, SoC players aren’t ideal for high-bit-rate video or large, interactive screens.

Once you've chosen your media player, setup is simple. Link the player to your content management system, and you're ready to send content to your screens.

Notes: Your digital signage platform should offer a central player management system, which auto-notifies you whether screens are on or dark; keeps local content playing in the event of network problems; and offers remote reboots, upgrades, network settings, and storage clearance.



Types of Screens

Speaking of screens, those come in different types, too. Here are a few factors to consider.

Commercial- vs. Consumer-Grade Equipment

Even though they may require more upfront investment, we recommend commercial-grade equipment. You can expect a better result over a longer period. These screens are built for durability and long-term usage, whereas consumer TVs used around the clock (as digital signage typically is) may have a shorter lifespan. Using a consumer display in a digital signage application can even void the manufacturer's warranty. It's also worth noting that commercial displays can adapt to all types of content and work better than consumer screens in bright surroundings.

An Overview of Display Technology

Which screen type is best for your organization will depend on your budget and the types of content you plan to display. LCD and LED are the two most common types.



LCD, LED, OLED & Plasma Compared

LCD screens

LCD screens are widely used for digital signage due to their long lifespan and high performance, which makes them a cost-effective option. However, they are deeper and heavier than other types of screens.

LED screens

LED screens have become more popular for use with digital signage in recent years. LEDs offer a clearer image, brighter colors, and better contrast than LCDs. LEDs also deliver lower operating costs and a slimmer profile, with some just a few millimeters deep.

OLED screens

OLED screens are ultra-thin, bright, and highly energy efficient. With a faster response time than LEDs, they can refresh faster and eliminate motion blur in videos and animations. They also tend to be more expensive.

Plasma display

Plasma displays can generate extremely high picture quality. Despite this, they are not recommended for digital signage due to their susceptibility to “burn-in,” which can result in ghosted or blurry images and screen glare in bright conditions.

How to Save Energy on Digital Signage Operation

Modern screens have reduced energy consumption by up to 90% compared to 20 years ago, and many automatically power down, like a computer's sleep mode. But there are best practices your organization can adopt to reduce electricity use further:

- **Adjust brightness levels** on each screen to the lowest setting that can still be viewed easily. Brightness is closely tied to a screen's power needs. A simple reduction from 100% to 70% will cut energy consumption by 20% while maintaining display effectiveness.
- **Turn down the screen's response to ambient light.** When displays are set to fully brighten in direct sunlight, energy use increases significantly.
- **Make sure your media player's fans have good airflow.** The fans won't have to come on as often and draw power. Additionally, clean the fan filters regularly; dirty filters make the fans work harder, using more power



05

Manufacturing Use Cases: Ideas for Digital Signage Success

Concrete examples can make it easier for you or your stakeholders to visualize the usefulness of digital signage within your organization. This section is designed to inspire manufacturers to use signage in different areas of the business.

SECTION 05

Manufacturing Use Cases: Ideas for Digital Signage Success



Digital Andon Board

Display real-time shop floor data and KPIs in an easy-to-understand layout to enable immediate actions and resolve production bottlenecks.



Complex Manufacturing Data Visualization

Bring together manufacturing data from various sources, like machinery and other IoT devices, via integrations with your digital signage software.



Health & Safety Reminders

Use your digital signage to provide ongoing safety training and make every frontline worker feel supported.



Emergency Messaging

Keep employees and other stakeholders informed in times of crisis or severe weather to reduce confusion, avert tragedy, and even save lives.



Employee Spotlights

Highlight achievements to motivate employees across the organization. You can also celebrate work anniversaries to show team members your organization values their loyalty



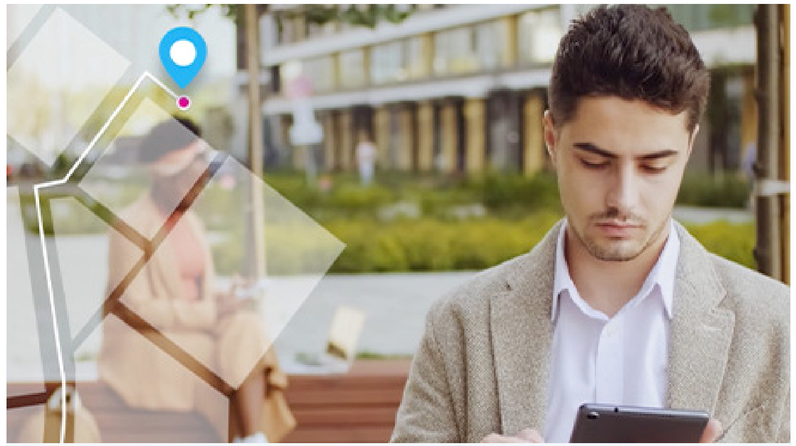
KPI Dashboards

Keep employees and other stakeholders informed in times of crisis or severe weather to reduce confusion, avert tragedy, and even save lives.



Internal Communications

Share company news and updates in a format that is accessible to all your employees. Encourage the use of company benefits or spotlight important company policies.



Wayfinders & Directories

Help employees and visitors find what they're looking for with interactive wayfinders and directories. Viewers can navigate by pinch and zoom, keyboards, and search features.



Room & Space Reservations

A smart reservation system can integrate with digital signage, helping on-site employees search for and reserve the space they need to accomplish tasks and maintain productivity.

06

Summary

SECTION 06

Summary

In this comprehensive guide, we've explored the ins and outs of digital signage for manufacturers, from its many benefits and applications to the hardware and software you need to make it a success. With a little planning and effort, digital signage can be a powerful communication tool to help you achieve your business goals.

To recap, digital signage can:

- **Improve communication and engagement:** Keep employees informed and connected with dynamic, eye-catching content.
- **Increase operational efficiency:** Use digital signage to display real-time data, improve wayfinding, and provide self-service options.
- **Boost workplace safety and productivity:** Protect employee health and business performance with safety messaging that helps avoid incidents and injuries.

Ready to take the next step in your digital signage journey? Use the checklist on the next page to evaluate your current status and identify areas of research still needed.

07

Your Checklist for Digital Signage Success

SECTION 07

Your Checklist for Digital Signage Success

What are your overall goals?

- ☐ Communicate and educate?
- ☐ Improve health and safety?
- ☐ Boost employee morale?
- ☐ Optimize plant operations?

Who are your audiences?

- ☐ Employees? Which departments?
- ☐ Guests or visitors?
- ☐ Inspectors or auditors?

What is the scale of your digital signage project?

- ☐ Number of locations:
- ☐ Number of displays at each location:

What type of hardware will you need?

- ☐ TV screens? Video walls? Kiosks?
- ☐ Media players?

Where will you position your screens?

- ☐ Indoor locations:
- ☐ Outdoor locations:

Who will handle installation?

- ☐ Internal IT?
- ☐ Digital signage provider?
- ☐ Third party?

What's your plan for creating content?

- ☐ Available organizational resources:
- ☐ Departments involved:
- ☐ Executive sponsor:

What formats will your content take?

- ☐ Live feeds?
- ☐ Images?
- ☐ Videos?
- ☐ Data visualizations?
- ☐ Wayfinders or directories?

SECTION 07

Your Checklist for Digital Signage Success

How will you share content with your digital signage CMS?

- ☐ Upload content directly?
- ☐ Dropbox?
- ☐ Microsoft SharePoint?
- ☐ Google Drive?

How do you plan to manage content?

- ☐ On-premises?
- ☐ In the cloud?
- ☐ Hybrid?

What software will you integrate with your digital signage?

- ☐ Business intelligence? (Power BI, Tableau, etc.)
- ☐ Call or contact center? (Avaya, RingCentral, etc.)
- ☐ HRIS and benefits? (Workday, Paylocity, etc)
- ☐ Event management? (Cvent, Momentus, etc.)
- ☐ Emergency alerts? (EMS, CAP, etc.)
- ☐ ERP? (SAP, Oracle, etc.)
- ☐ MES? (Siemens Opcenter, Rockwell, etc.)
- ☐ SCADA? (Ignition, Wonderware, etc.)

What is the timeframe for installation and activation?

- ☐ 3 months?
- ☐ 6 months?
- ☐ 12 months or more?

08

Intelligent Digital Signage Software and Integrated Workplace Communications for Manufacturers

SECTION 08

Intelligent Digital Signage Software and Integrated Workplace Communications for Manufacturers

Now you know the importance of digital signage and the content strategy that goes with it. All you need is the right platform to get your business on the right track.

Korbyt isn't a workplace-experience app — it's operational infrastructure for the plant floor. It connects your screens directly to the systems that run your operations from ERP snd MES to WMS and EHS so operators see real-time production data, safety alerts reach every worker in under 60 seconds, and a three-person comms team can manage a dozen plants without adding headcount.

Why Manufacturing Enterprises Choose Korbyt

- Integrations that really work: Visualize complex, real-time manufacturing data with hundreds of integrations, including with IoT devices.
- Dynamic, multi-zone layouts: Control all your displays on a single playlist.
- Quick resolutions with local customer support: Real-person, best-in-class support comes standard, with mission-critical support if needed.
- On-premises to cloud migrations: Korbyt has successfully migrated 350+ enterprise customers to the cloud.
- AI-enabled, enterprise-grade CMS: Set-it-and-forget-it playlists with machine learning (clever playlists) and optics AI.
- Largest hardware ecosystem: Korbyt supports all players with Android, Windows, BrightSign, and SoC technologies.

SECTION 08 · PROVEN IN PRODUCTION

Proven in Production

$10M

A global aerospace manufacturer cut work stoppages by $10M in year one and lifted labor effectiveness 21% across 1,600+ endpoints.

11%

A multinational chemical company tied an 11% uptime gain to KPI visibility by shift and team.

20%

Cardinal Glass saw a 20% operational efficiency gain.

With over 40 years of digital signage experience and more than 1 million endpoints deployed, Korbyt is the partner you need to take your digital signage strategy to the next level.

See Korbyt in Action ↗