





VALKYRIE BANK



MOBILE BANKING

Your Money At Your Fingertips

Download Our Banking App.




We Help Your Money Grow!
 TALK TO AN ADVISOR TODAY



Your House Is Your #1 Asset!
 EXPLORE MORTGAGE RATES



30yr Fixed
 3.50%
15yr Fixed
 2.675%

Ultimate Guide to Digital Signage

TABLE OF CONTENTS

3	Welcome
6	Part 1 - An Overview Of Digital Signage
13	Part 2 - A Detailed Review Of Digital Signage
14	Goals, Objectives – and Effectiveness
18	Audience Targeting
26	Content Strategy
34	Hardware
41	Use Cases
50	Analytics & Measuring Success
55	Aligning With The C-Suite
58	The Ultimate Benefit
60	Checklist
61	The Anywhere Advantage For Digital Signage



WELCOME

How Do You See Yourself?

What do you see on those screens throughout your business? Go ahead, take a look at the wall monitors. Study those kiosks. Lean into that enormous multi-panel video wall. Check out the little displays outside meeting rooms — even the individual desktop and mobile screens capturing the eyeballs of individuals. Just glowing glass? Look again — and look closer. Each and every device is far more than a pixel display. They're attention engines.

These are very much worth your attention. Because each of these examples represents Digital Signage — or an extension of your signage. And as a versatile tool for communication, Digital Signage is an extraordinarily effective way to communicate with your workforce. In the process, you may also find it to be an excellent tool for raising your understanding of modern communication strategies and technology — and possibly elevating your own profile with your leadership.

Digital Signage can appear similar to TVs, but these electronic displays are customized to capture viewers for specific purpose, with arresting, dynamic arrays of light and color that translate into text, graphics, video and streaming media — arranged and designed for maximum impact. Media players are hardware that decode this content and displays it visually on the screen in a timed and targeted manner. Managed correctly, digital signage can be one of the most compelling ways to grab and focus the attention of an audience, especially up against the barrage of digital information that comes at any individual on any given day.

How will your digital signage transform words, images, video, and animations to influence and activate your employees, visitors, students, faculty, patients, or customers? Digital signage is your chance to turn your monitors, kiosks and screens into interactive experiences. A modern digital signage solution is relevant, attention-getting, entertaining, informative, dynamic and immersive. It can extend across your office, campus or multiple locations – and yet be easily activated and managed through a single, easy-to-use workplace experience platform. (And with the right platform, that same signage content can go even farther, as omnichannel content that extends to desktop screens, mobile apps and email communications.)

In many ways, the opportunities for personalized communication to your audience are not limited by the width of the screen – but only by the breadth of imagination:

- Display live performance data and KPIs to motivate contact center and sales teams
- Highlight new products and services to generate interest and sales
- Project real-time wayfinding maps to guide across your campus or office
- Spotlight achievements of individuals and teams to elevate a culture of openness and collaboration
- Promote safety and health alerts and protocols

Imagine your screens working for you, with relevant words, images, and video that influence and activate your customers and your employees. That's digital signage. Sounds pretty ultimate, indeed.

Is Digital Signage Right for My Business?

This is the moment to reflect on the ways you are using digital signage currently. Can it be better? If it's not part of your current communication plan, where could it benefit your business or goals?

Here are some questions to carefully consider as you assess where you're at and where you can go:

- Is there a growing need for you to reach specific audiences within your workplace?
- Are you eager to improve your organization's brand image?
- Do you have a need to promote new products and services?
- Is it important that your content is timely and easily adaptable?
- How important is the idea of customer and employee experience?

This guide is here to inspire new ways of thinking about this technology. More importantly to your business goals: it's here to guide you to new ways of doing.

It's to help you mature your strategic thinking and execution of digital signage so that you and your organization can achieve the highest ROI. If you own or create content for digital signage on behalf of your organization, rest assured there is a next level for you. Whether you want to go there – or know how to get there – this guide will help you see the possibilities and orient you toward achieving those.

Making This Guide Work for You

You'll find this Ultimate Guide divided into two parts.

In Part 1 you'll find an introduction and overview of digital signage, from targeting your audience to content strategy through media player selection. This may be all you want or need, to validate your current use case. With a careful review, you may conclude that you're just fine with where you are with your current implementation and use of digital signage.

Part 2 is for when you're looking to expand or mature your use of digital signage. This is a deeper dive into every facet of the technology and strategy. Look here for details on targeting different audiences, information design, power consumption and screen size, analytics, decentralizing content publishing, executive sponsorships, and multiple use cases.

Mental screens on? Let's begin.

Think About...

How would you describe and rate your current digital signage solution?

NOTES: _____



A Korbyt Anywhere Strategic Advisor can help you assess.

GET IN TOUCH



PART 1

An Overview of Digital Signage

In this first part, you will find high-level guidance on the following:

- Targeting Your Audience
- Content Strategy & Management
- Screens Types
- The Media Player
- The Distribution Network
- Use Cases
- Analytics
- Reporting to Leadership

To See is to Believe

How many times have you walked into a reception area of an office, business or institution and seen a large monitor totally black? Or – perhaps just as bad – displaying local weather or sports or news? Pretty much anything except the business of the business you’ve come to visit.

This type of digital signage lacks purpose. Like any sort of solution being used for education and communication, digital signage should have a goal-driven purpose. It certainly has a proven track record of accomplishing many objectives across numerous industries.

From wallboard to kiosk, from retail to the warehouse floor, digital signage can spotlight the real time information that controls density and safe occupancy within meeting rooms and office workspaces. These devices can communicate personalized productivity goals that encourage teams to excel. They’re ready to get an audience of employees and customers to take note of a special event, a new product or service, share positive experiences on social media, and utilize digital maps for wayfinding to specific locations across your workplace.

What started as dot-matrix displays has improved with LCD, LED and projection displays. What began as static billboards and menus has evolved to engage with the world around it and the audience before it, providing far richer and more immersive experiences than any normal sign. With the right software publishing your signage content, it’s possible to communicate your message to any screen, of any size, anywhere: the local bank branch, campuses, offices, warehouses, in or around hotels, and at medical centers. And that content can be easy to create, quick to distribute and personalized – especially key when you’re targeting the engagement of employees, customers, patients, or students.

Communications evolve daily – as will your needs for communications. Fortunately, digital signage is a platform that has evolution built into its robust capabilities.

Some Assembly Required

“Digital Signage” really refers to the entire system that makes up what your audience sees. Aspects of this are the content management system that the professional communicators or AV specialists within your organization will use to create and manage the messages being displayed.

What are the essential ingredients and recipes required when creating a digital signage experience?

Targeting Your Audience

More effective results come from content when you have your objectives for that content targeted to meet the needs of your audience. Drive the outcomes that align with your organization’s goals by applying relevancy to this critical equation: What does your audience desire? What will they like? What works for them? By then programming your content to match, your ability to entertain, inform, and engage is enhanced, no matter your audience: office staff, frontline workers, students and faculty, banking customers, guests of the hospitality industry, or health care professionals and patients.

Content Strategy & Management

Content Strategy

The organizational goals and motives set by leadership are also an effective strategy for what appears on your digital screens, for which audience, and at what time. Align to what your organization is seeking to accomplish in the short term or across the next year, and plan your digital signage content based on these factors:

- What content will be used to achieve your goals and overcome your challenges?
- What formats of content are most effective for the audience?
- Who will be responsible for sourcing or creating the content?
- When will this content be scheduled to publish?
- What metrics will you use to measure success?

Content Management

An effective digital signage platform rises or falls on the strength of its content management system (CMS). This software is the key to managing what you display, how it is displayed, and who you publish it to. Your content publishers create, organize and “program” the graphics, text, videos and more that you want published to your screens. A CMS designed for digital signage should offer professional templates to simplify content creation, and should feature automation and orchestration to provide for audience targeting based on assignable criteria: demographics, location, role, time of day and other key factors.

Screen Types

The screen is the device that displays the “TV-like” experience. This is where your chosen content or data will appear. Together with your content, this is the only component your target audience will see. Variables to consider when choosing the right screen will include user experience, price, functionality, quality, durability, size and location. While consumer screens are an option, commercial grade screens are specifically built for durability and long-term use. The three main types of screens are LCDs (widely used, but deeper and heavier); LEDs (a sharper image, brighter colors, better contrast, slim profile and lower power consumption); and OLED (ultra-thin, very bright, very high energy efficiency).

The Media Player

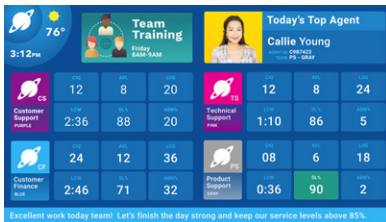
With your screen in position, you need a media player to deliver your content or data on screen. Your overarching digital signage platform provides for device management of this player, sending your content assets across the network (wired or internet-based) to appear on the right screen at the right time. There are many types of digital signage media players, each with its own set of configurations, storage, properties, connections and cost.

- **Windows**-based players are commonly available, with advantages of power and customizability – but a higher cost.
- **Brightsign** players are Linux-based, purpose built for digital signage, with high reliability and flexibility to work with many CMS providers.
- **Android** players are especially budget friendly and generally capable, although not the best choice for high resolution video walls or mission critical video synchronization.
- **System on a Chip (SoC)** players combine the display and digital signage into one, sacrificing power for convenience and simplicity.

The Distribution Network

Most of today’s players have wifi connections, enabling some form of broadcasting your content wirelessly. But note that this requires a stable connection, which can be affected by other signals in your facility. Wired player connections are often recommended for stability, and this can be accomplished with a combination of ethernet, HDMI, AV – even VGA. Your IT department and your digital signage integration partner will be able to help with the setup that works best for your space, network, and the experiences you want to deliver.

Do More with Use Cases



Contact Center Performance Management

In the contact center, digital signage — both on-premise wall displays and content that is sent directly to an individual employee's mobile or desktop screens — quickly orients supervisors and agents around the latest metrics, to encourage higher performance related to KPIs.



Advertising & Promotions

Retail banking and hospitality embrace digital signage for its power to engage with customers and guests, displaying real-time information that promotes financial services and luxury amenities.



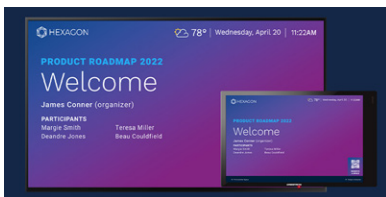
Wayfinding

Sprawling campuses — corporate or institutional — become less intimidating to navigate with the use of a wayfinding solution. Digital signage provides turn-by-turn directions, location descriptions, and animated navigation paths to get employees, visitors, or students where they need to go and (dependent on the software) the quickest route there.



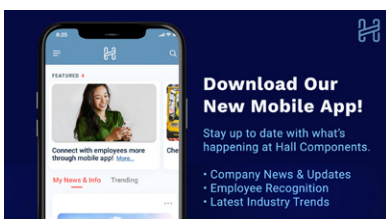
Corporate Directories

Digital signage in the lobby or reception area can become an interactive, near real-time connection to employees, on-site and remote. A tap on a name can showcase role, contact information, and location — even integrating with wayfinding to help make connections happen faster.



Workspace Reservations

A smart workspace reservation system can integrate with digital signage, helping to keep on site FTEs, remote workers and hybrid employees informed as they search for and reserve the individual and team collaboration space they need to accomplish tasks and maintain productivity.



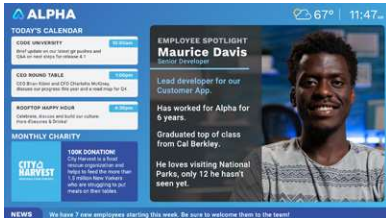
Meetings & Events

Digital signage has the potential to reinvigorate a return to in-person conferences and meetings. From social billboards to modernized poster galleries, from competitive leaderboards to audience polling, active screens are delivering new emotion, participation and remarkable experience.



Emergency Messaging

From sensible precautions to immediate danger, digital signage urgent alerts and animations can draw attention for special instructions and emergency announcements. Screens can be set-up and saved in advance, ready to activate at a moment's notice — manually or automated via integration with a real time news feed of health warnings, weather advisories, active shooters or any dire circumstance.



Internal Communications

Digital displays share news and training with employees, and highlight achievements to motivate people in their roles. There are even opportunities to encourage staff to share their user-generated content for on-screen display, promoting a “collaborative team” culture.

Learn More with Analytics

Today’s digital signage can create interactive experiences that provide tracking metrics, such as proof of play, and optics-based dwell time, gender and age. Combine these with surveys and focus groups to help you better understand your audience’s behaviors – and, from there, further adapt your product offerings and compelling messages that support your goals and desired outcomes.

Celebrate Success with Leadership

Bringing details of your digital signage success to your decision makers and stakeholders can reap numerous benefits, both for the work you do and for you in your individual professional role. Align with your C-Level’s priorities, prepare yourself with the relevant data and you can focus on the long-term goal of maintaining support for digital signage – especially the budget approvals needed for continued success.

Think About...

How comfortable are you with your current digital signage solution?
Are there ways you can evolve or mature your digital signage to better serve the goals of your organization?

NOTES: _____



A Korbyt Anywhere Strategic Advisor can help you assess.

GET IN TOUCH



PART 2

A Detailed Review of Digital Signage

What did you think of Part 1? If your current digital signage implementation seems validated — you may be exactly where you need to be in terms of your communication plans.

But maybe you're ready for more? That's what Part 2 is for: this is where you'll find more inspiration and detail on each of the topics, to help you move onward and upward. The purpose of this guide forward is to help you achieve your goals alongside the goals of your organization — and to help you grow as a professional.

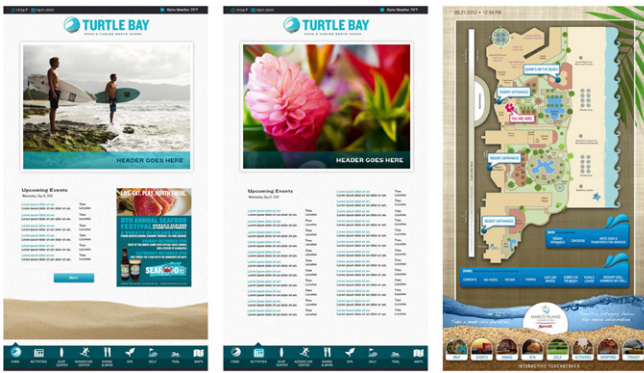


GOALS, OBJECTIVES — AND EFFECTIVENESS

Digital signage is more than its collective parts. To help you realize its potential across industry sectors and particular business needs, put an emphasis on how it can help accomplish the specific goals and objectives of your organization. Let “return on investment (ROI)” be your north star.

A Purpose Driven Screen

Defining the why of your digital signage — its purpose — will lead you to the decisions that underly the entire system. Not just the hardware and software, but the content and the strategy for creating it and publishing it to your audience. Here are some examples of how organizations of all types and sizes are putting digital signage in front of their audience and achieving results.



Hospitality: Increase sales by showcasing amenities and directing guests to spas, bars and featured event spaces



Banking: Promote new products and services, rates and deals



Corporate: Engage employees with company news, increase use of benefits, or ignite competition among sales teams



Hospitals: Provide critical, secure information to physicians, and alleviate anxiety for patients in the waiting room

Not ready for all that?

Digital signage can achieve results across all levels of objectives:

Move Beyond Print

Replace your print ads and posters with digital signage for ads and messages that change in real-time, boosting relevancy. Video and animation are guaranteed to draw more attention and be more memorable than any print piece. Directories, cafeteria menus, retail offerings and more can all be made more modern — and, by saving on print materials, both more environmental and economical.

Complement Digital Marketing

Digital signage can complement and broaden the use of online marketing, leveraging content or messages published on social media or advertising platforms to be repurposed for a screen specific audience and location.

Test New Ads and Messages

Digital signage makes quick work when it comes to updating and publishing new ads and messages, providing an easy way to test which marketing and promotional messages perform best in different environments and for varied audiences. What you learn will create an active plan for which content works best for your target audience over time.

Inspired yet?

Let's look at how effective digital signage can be for your organization.

The Positive Effect of Digital Signage

When integrated into a complete employee communications strategy, and supported by a robust workplace experience platform, a digital signage solution is one of your most effective means to accomplish the goals of your organization.

Is the objective to sell more product or services? Is the priority on increasing productivity by connecting your workforce to information and inspiration? Digital signage is a powerful way to communicate the priorities of your business in a visual, interactive manner, and drive outcomes such as:

Greater Reach

People in all positions and of many ages recall ads and messages they see when those communications are digital. According to Arbitron, 70% of people 12 and older recall having seen a digital video display in the past month; that's in comparison to 43% "on the Internet", and 41% on Facebook. Perhaps more impressively: of that 70%, 47% recall the content of what they saw.

Improved Sales

Among those who saw a digital screen ad, 19% said they purchased an item they had not planned to buy after seeing it on digital signage. (While this statistic relates to retail purchases, there is a likely parallel with message impressions within the workplace.)

Reduced Costs

Even with the upfront costs of installation and implementation, digital signage stands to save an organization money over the course of time based on its ability to update content whenever and wherever without added expense. (Following their rollout of digital signage in 15 of their buildings, a major pharmaceutical company reports cutting costs by close to 90%.)

Increased Productivity

In the workplace, the "three Cs" of communication, collaboration and connectivity are pivotal to creating and maintaining employee happiness and satisfaction — and therefore productivity. With its multiple opportunities to engage employees on these avenues, digital signage can be a consistent boost to higher performance among your workforce. (A McKinsey Global Institute study found that closely connected employees show a productivity increase of 20 - 25%.)

Expanded Engagement

Engagement with your audience is the crown jewel of digital signage, setting it apart from traditional displays — and, with the advance of technology, keeping it constantly ahead. Digital signage draws attention and therefore fuels engagement — and the power of engagement cannot be understated for customers and employees.

That menu can be programmed to switch automatically from lunch to dinner, or be set to feature different specials when the kitchen runs low on certain supplies. An office monitor can integrate local weather, advising employees on safe commutes at the end of the day. In the contact center, the KPIs of various teams can be automatically combined into a leaderboard, encouraging incentivized competition among agents.

The dynamic technology of digital signage means campaigns and communications are timelier and can target a more specific group of people. A hotel uses its exterior display to showcase its facilities in different ways throughout the day: meeting rooms to business travelers for the morning commute, on-site bar and restaurant for the evening return-to-home and weekends. Small point of purchase displays near a bank teller can respond to a transaction in progress, suggesting add-on financial services or sign-up for a loyalty program. In short, digital signage communicates with a targeted audience in a more dynamic, engaging and effective way.

For customers, a dynamic digital display adds life to your content, attracting, directing and exciting buyers toward the purchase of your product.

For the workforce, employee engagement is key to a company's success. Building on the McKinsey numbers, a Gallup study reports that employees in engaging workplaces achieve 41% fewer quality defects, 37% less absenteeism, 21% more productivity, and 22% more profitability.

Think About...

How effective is your current digital signage?

What do you consider the most effective use of digital signage?

What are your goals and objectives for digital signage?

NOTES: _____



A Korbyt Anywhere Strategic Advisor can help you assess.

GET IN TOUCH



MOBILE BANKING

**Your Money
At Your Fingertips**

Download Our Banking App.



We Help Your Money Grow!
TALK TO AN ADVISOR TODAY



Your House Is Your #1 Asset!
EXPLORE MORTGAGE RATES



AUDIENCE TARGETING

In this next section we'll examine some of the ways audiences are being engaged by and connected with digital displays.

Target What Your Audience Wants — and Needs

The ease of implementation on digital signage might suggest any time is a good time to just publish whatever content you have handy. Add some social media, a couple of images, maybe a video or two to your content management system and you'll have your audience watching and responding.

In truth, you'll achieve far more effective results when you have your objectives for that content targeted to meet the needs of your audience. To drive the engagement that aligns with your organization's goals, you need to have your fingers on the pulse of the types of content or data they are seeking. What does your audience desire? What will they like? Then program your content to match — designed to work just for them.

Relevancy is key to the equation. Are you fostering a business to consumer (B2C) model? Your digital signage must serve your customers the product or service that makes sense for the time and place they are in front of your screen. Is your focus business to business (B2B)? Now the content needs to represent messaging that serves the needs of your workforce, supporting whatever crucial role they play in the mission of your organization.

Needs Meet Screen

Two examples may help to illustrate the difference between the baseline desire to get your content out there — and the true end result of what your audience really needs.

In the university cafeteria, digital signage excels at high resolution menus featuring imagery — even streaming video — of tasty options. Students and faculty can literally see what's on the menu. Job done, right? But maybe the students' needs are more closely tied to the speed of service. "I'm going to be late for class, how long do I have to wait for my food?" Digital Signage can satisfy this by adding information related to the progress of an order or table availability to your display. Now your hungry students are less bored and feel more in control of the situation — a win-win in informing and helping to reduce the sense of perceived wait time.



A hotel chain wants to increase awareness of its latest nightclub offerings. Digital signage notes this new hospitality destination with a static picture and a headline on big displays right as guests enter the hotel. Is this enough to activate their imagination and interest? Not totally. But add in an animated display of the club's signature cocktails, a countdown to happy hour, and a discount on beverages if guests follow the hotel on social media connects the dots for partygoers — and helps collect customer information.

The Power of Personalization

What your digital signage can do — with a little thought and planning — is to tie together the goals of your business and those of your audience. Especially if you're hosting your digital signage through the cloud, you can create and distribute these targeted messages to the right audience at the right time in the right place — and for all intents, almost instantly.

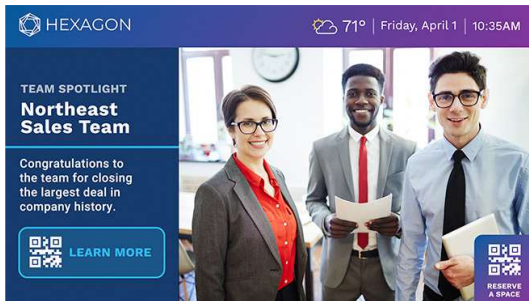
This ability to engage, inform and entertain is an ideal tool for getting your message across and sharing your story as you communicate with visitors, customers and employees. Digital signage provides the platform for crafting a unique, specific message that is targeted — personalized — to the needs of that audience. The dynamic text or graphics you put on screen can promote a limited-time sale for customers in a special demographic (like teachers or vets); or encourage staff to download a new mobile app that will help foster more individualized engagement and collaboration with teammates.

Let's review specific audiences and how digital signage can meet their needs.

In the Office

The definition of the office employee has expanded dramatically, especially in the last two years. In addition to the “traditional” on-premise worker, there are many remote workers doing the same work from remote locations. And straddling both, the hybrid employee who moves between locations, but must be as engaged and integrated into the company’s mission and messaging.

Emails, meetings and memos will continue, but it’s no longer effective to rely on these tools – the inbox is jammed up and information gets lost. Digital signage is your centralized tool for communicating with these multiple audiences each day. The central monitors that are around your office campus can, with the right software platform, be in parallel with those individualized remote desktop and mobile screens: 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 and anywhere from a central source, helping to achieve your priorities of education, morale and retention.

Showcase new hires and employee achievements, share upcoming events and spotlight social media to build participation and community. No matter if it's in a single building or scattered across the globe, your digital signage can:

- Reinforce your employer brand, culture and goals
- Decrease rumors and align employees to your key initiatives
- Motivate through performance updates and individual or team recognition
- Spotlight action items to improve response times
- Increase trust and reliance in active, timely corporate communications

This isn't only about making people feel included – employee engagement is a bottom-line imperative. A Watson Wyatt study concluded that companies ranked as “highly effective communicators” had a 47 percent higher return to shareholders. Effective communication drives employee engagement and increases financial performance.

When digital signage shows employees a direct connection between what they do every day and what the company's goals are, they have a greater commitment to getting the job done, trust managers' decisions more readily and have fewer on-the-job conflicts. This lets the organization run more smoothly and increases productivity.

Using digital signage effectively helps ensure that your office/remote/hybrid employees understand how they affect the overall business and inspires them to reach your goals.

On the Frontline

Of course, the employees that matter are not just those serving in-office functions — whether that office is on-premise or virtual. Who are your frontline workers? From restaurants to retail, warehouses to utility sites, hospitals to factories — these employees are critical customer-facing roles. How can digital signage influence and support their ability to deliver, stock, box, manufacture, ship, care, build and maintain?

Typical internal communication channels have a tough time reaching and engaging frontline employees. Many of these employees can't use a mobile device while on the job and lack access to corporate email; the space is too loud for announcements, and shift managers occupied with machinery and deadlines don't have time for carefully planned employee communications.

So digital signage to the rescue? Absolutely...with the right planning. You have to also think about the fact that the roles these frontline workers play — creating and stewarding your products and services — means they probably don't have line of sight to typical digital signage. But the breakroom is waiting, and here's where you can be more certain of an audience for crucial messages.

Breakroom digital signage can update employees with informational videos, announcements, bottlenecks, training and critical issues in the production line. Digital signage safety alerts have been shown to reduce workplace injury by 20%. And don't underestimate the positive impact of something as simple as a targeted birthday or anniversary announcement: this can be a game changer for manufacturing employees who are not typically communicated with directly.



Beyond the break room? If your location allows, strong visual design on warehouse signage can inform and engage across the manufacturing floor “at a glance.” There’s also a next wave in frontline digital signage, in the hands of this workforce. Just as office employees have individual desktops and laptops that can be set to parallel digital signage communications, certain frontline workers may benefit from something similar with their smartphone and tablet screens.



An employee communication mobile app installed on a smartphone or tablet will typically include many more features (data collection, two-way queries). But a primary function of this type of app should be its ability to mirror the same targeted communications being shared with other employees across the organization. The proper digital signage platform can enable this, creating a “mirror” that helps frontline employees to see themselves on the same page as their office counterparts. Simply seeing announcements and social media posts on a regular basis promotes the “in the know” sense of community that improves morale and leads to less turnover and higher productivity.

The Motivated Student

By building awareness and engagement of campus life, people and activities, digital signage at the university level helps to ensure all around development, a great motivator that encourages students to do more and be more.

Those glowing screens are an opportunity to heap glowing praise on your school’s individual and collective achievements. Positive news is a chance to build unity among staff and students — and there’s no shortage of morale-boosting video and imagery that you can feature with educational digital signage.

Welcome new students by name, share birthdays, and profile which schoolmates are making waves across departments. Put a digital spotlight on alumni who have gone on to success as scientists, business leaders, entrepreneurs, and athletes to encourage the current student body to excel. (And with content templates set up for these spotlights, it can be as easy as drag-and-drop to activate a new set of profiles.)

Every screen installed is an opportunity to prompt continued education and continuation of a school's mission. One university library used digital signage to win back students from eBooks, promoting a 20% increase in materials circulation and a 200% increase in library utilization.



The Educated Faculty

The campus digital signage experience isn't restricted to the student body. The ability of digital signage to host multiple media types helps educators accommodate different learning styles. As educators become more familiar with the role digital signage can play in their lesson plans, they can make better, more innovative decisions to enhance the learning experience across their department and college.

Professors and instructors can turn screens inside and beyond the classroom into attention-getting and interactive instructional aids — and can even do so remotely using a university mobile app. Customized with pictures, text, graphs, and vibrant presentations, college level digital signage is a powerful way to extend the curriculum.

Displays in the corridor can share critical class notes, lesson plans, reading lists, room assignments, exam schedules, and teacher bios. Departments can use screens to stream classes and meetings to those who can't make it to a specific location and incorporate topic specific feeds from around the world to spark debate, using established news sources — along with social media posts and web pages.



The Informed Customer

There are studies that show that 76% of customers enter an establishment because of its signs — with another 68% of customers making purchases thanks to signage. And that's not digital-specific! Can you imagine the ways that the addition of dynamic motion and screen changes can help to draw in sales?

For hotels, eye-grabbing, moving digital signs arrest the attention of your guests as they pass by or enter through your door. Informative content appeals to guests seeking the best amenities and convinces corporate clients that your meeting rooms are the ones to book for conferences and workshops.

For retail banks, digital signage with images and videos inspire customers on the full range of products and offerings that can support their financial needs and success. And content that shares your brand story connects customers to your brand, making it memorable.

Provide Product Info that Influences

Digital displays highlight product features and benefits, and with the right amount of detail you can keep that customer from pulling out a phone to research other options online. (With a potentially better deal!)

Collect Customer Data

Make information a two-way street when you prompt consumers with a survey or encourage them to connect with your social media. This collected data allows you to optimize the content being displayed and better their experience. (And new insights drawn from the data may help guide purchasing and inventory decisions on your end.)

Display Dynamic Deals

On-screen promotions can be adjusted, removed, or updated quickly and efficiently through a content management system, from the corporate or branch level based on the retailer's needs. The net effect for a guest or customer is an improved experience thanks to the most current information that is on display.

Build the Brand

Build a more participatory experience by immersing your guest or customer in your brand story. The storytelling power of video across your digital signage can communicate values and history alongside products, creating a special opportunity to build trust and loyalty. The vibrancy and convenience of self-serve kiosks express the personality of your brand — while at the same time creating an additional point of sale for easy transactions.

The Cared-for Patient

Hospital digital signage can transmit secure patient data from an emergency team to multiple displays – from hospital computers, to nurse and doctor smartphones – sharing the most pertinent information about a patient real-time, on the right screen and helping to save lives.

VALEDental | Your mouth. Our mission. 12:53 PM | October 21, 2014 98° F

DONATE TO A BETTER SMILE

We are collecting new, unused toothbrushes (no battery operated, electric or disposable toothbrushes, please) to send to those in need. Please bring your donations to the front desk.

Employee Spotlight

Walter Wilkinson
IT Director
Years in IT: 25+
Years at Asper: 5
Education: BS in Applied Mathematics

MCD Dentist Schedule: Overflow Chair

8:00 am - 8:30 am	Cynthia Jones SOFIN
8:30 am - 9:00 am	Bryan Chase FUOSS FLOSS
8:30 am - 9:00 am	Letitia McNally EVLA XPANO

Vale Dental dentists are committed to providing care that addresses both your short and long-term oral health needs. Complete

Welcome to HEALTHY KIDS PEDIATRIC CARE 76° 10:23AM

PATIENT	DOCTOR	WAIT TIME
Liam J.	Dr. Brown	5 mins
Thomas R.	Dr. Stevens	5 mins
Matthew P.	Dr. Schwartz	10 mins
Ashley L.	Dr. Lightsmith	15 mins
Mira B.	Dr. Allen	20 mins

Please check in with the front desk to confirm your insurance and get your appointment time.

For patients in waiting rooms, clinics and ERs are splitting their screens, using one half for health tips and the other half for queue management. This helps to cut perceived wait time by up to 35 percent – a significant difference in an environment where wait times add to anxiety. And in terms of health literacy, 75% of people viewing a digital sign in a hospital can recall at least one message, a powerful fact that can be leveraged to improve healthcare awareness and adherence.

Think About...

Are you clear on your digital signage audience?

Do you understand the needs of your audience – and how digital signage can meet those needs?

NOTES: _____

A Korbyt Anywhere Strategic Advisor can help you assess.

GET IN TOUCH



CONTENT STRATEGY

Who's Watching & Why?

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. Another cause? Many users report only changing content once per month — that's simply not enough for most audiences. To maintain digital signage's true effectiveness, it's important to target content to audience, change content frequently, and have a plan for measurement. These are the hallmarks of content strategy.

Think about the frequency which people will see your displays. Content shown on a local bank branch is probably seen less often than that on a college campus. How often you need to change content depends on your business and your audience, but you need a plan in place no matter what.

This is your overarching plan: your content strategy. Get specific:

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

Going forward without content strategy risks a sporadic, scattershot — and likely uninspiring — effort in digital communication.

Digital signage is its own channel for a dedicated communication plan, with a dedicated team. Need a good starting point? Establish your content plan to coincide with your marketing programs. Creating a content guide and schedule in advance gives you something to fall back on, maintain direction, and plot a course forward. Looking at a 6 to 12 month content plan, map out the answers to these questions against your stated objectives.

- Who determines the correct content per audience segment?
- Who is accountable for sourcing and creating content?
- Who is responsible for setting goals and aligning those to ROI?
- Who is responsible for maintaining the strategy going forward?

Software Needs Strategy Too

Of course, creating great content doesn't come easy. Your audience will demand fresh content, and generating messages that are relevant, eye-catching and timely will require resources and work to keep that engagement up to date. The right digital signage software can address these needs.

This platform is often a SaaS solution, hosted in the cloud. This enables the CMS admins and content publishers responsible for your digital signage content to manage those displays anytime and anywhere. By connecting to real-time sources, this software can display current news, weather and social media feeds. Through its content management features, this is what will enable you to curate and share digital assets (graphics, video, audio, text) on your display. An intelligently designed digital signage platform will ensure the imagery and messaging on your display captures the attention of your audience, while at the same time simplifying and even automating parts of the process, saving your organization time and money.

Content Strategy: Theme

Your content strategy includes a statement of clear purpose for your digital screens. This theme may have been inspired by the goals and objectives discussed earlier in this guide. A set goal will strongly influence how you invest in and build out your digital signage network.

A constant refrain might be, "Will this content fulfill our purpose and strategy?" A transportation display leveraging live route updates is probably headed down the right road. A bank wasting screen space on local sports coverage is almost certainly making a poor investment.

Digital signage content can achieve any of these common goals below — and many more. Which theme speaks to your needs?

Increased Sales and Revenue

An evergreen business objective is brand awareness — an increase can equal the type of higher recognition that generates more sales and revenue.

Reduced Costs

The upfront investment in digital signage can ultimately end up as money saved: fewer paper and printing costs, and less need for fees to ad agencies, print media companies or web advertising.

Improved Customer/Employee Experience

A better experience underlies the sustainability of your business. Making your business accessible, recognizable and friendly to customers and employees can be a key objective of your digital signage.

Guided Information & Wayfinding

Customers and employees at expansive locations such as warehouse centers, universities and hotels depend on information displays and digital maps to keep them up to date and moving in the right direction.

Content Strategy: 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)
- Video

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

- Internal information: How about project processes? Health and safety information? Miro boards? Slack chats?
- Streamed video: Extend your video reach to include YouTube, Vimeo, even live streams from meetings or news channels.
- Social media: Live feeds of your tweets, instas, and posts can be easily converted to integrate into your screen design.

Visual Best Practices

Psychologist Albert Mehrabian demonstrated that 93% of communication is nonverbal. And research at 3M concluded that we process visuals 60,000 times faster than text. Take advantage of these visual facts: make the most of your visual content by leveraging these overarching principles for your screen display:

Ensure a Clear and Accessible Message

Attention to font size, typeface, and white space is important so that your digital signage can be easily read — even at a distance.

Create for the Display

Think about where your audience is when they'll be viewing your content: will they be at a point of transit, a point of wait, or a point of sale? Understanding this will help guide you as you create for motion, stillness, or purchase consideration. (And corporate messages can be “bought into” just as much as retail products.)

Perfect Your Design

Take special care that any visual material you use reflects your message. For example, your organization will not come across as modern using a vintage typeface. Use only high-quality images and take care that your display doesn't appear cluttered.

A Clear, Compelling Call to Action

The ultimate goal of having a content strategy is engagement, so be evident in the action you want your customers or employees to take once they view your digital signage. Keep instructions clear and concise.

Align Visual Timing

Bear in mind how your visual design interacts with the surrounding environment, and adjust any animations, motion or transitions to be in accord. For example: the fast pace of a shopping mall might have faster screen changes. The relative quiet of a hospital waiting room should be slower.

Content Strategy: Data Visualization

An important part of your content strategy will be data, and the story it's waiting to tell. It's there in the numbers being fed through your data sources. But whether it's call-in-queue, real-time sales results, or any of a myriad of KPIs and data points in between — you won't achieve your content strategy if your people can't see that story and act on it.

The first part is to integrate the right data. Sophisticated KPIs will get lost if the data can't be pulled in and presented on centralized display dashboards that are elegant, engaging and actionable. When the data lives in a variety of different systems — from ACD, to CRM, to HCM — you'll require a digital signage platform that combines critical key features.

First are the data adapters that connects to the data from sources such as Salesforce, ZenDesk, and ServiceNow. Korbyt's adapters make hundreds of connections possible: be sure the platform you choose supports the data you need to represent on screen.

From there it's into the intelligent content management system that can 1) integrate with your full technology stack and 2) empowers you to display data in a visually compelling format. This data visualization is what turns raw numbers into displays that are clear and actionable — elevating team collaboration, productivity and driving results.

Attention is Everything

There are also content strategies to bear in mind to maximize data visualization. Your typical digital signage may normally include several elements. There may be zones on screen for employee communications, a news section, and a scrolling ticker for adhoc content. How do you draw proper attention to your data story amongst all that? You need to effectively reach out of the screen and immediately grab your audience's attention.

Here are several design ideas to dramatically alter your standard layout and draw immediate attention so customers and employees get the message — and take action.

- Switch to a new layout, removing all non-pertinent information
- Increase font size on critical data and numbers
- Display a clear text-based call-to-action so agents have clarity on next steps
- Scroll text or flash the screen with bright colors to signal different situations
- Color code for prioritization, enhancing the critical nature of a data scenarios to rapidly communicate escalation. (E.g., green to red.)

Content Strategy: Interactivity

With its magnetic draw on attention, digital signage is a fantastic opportunity for a “next step” call to action (CTA) that can transfer content from the big screen to consumer mobile devices.

One signage integration is in the form of NFC: near field communication. When a digital screen and a mobile device both have this embedded chip, connection is only a tap away. As a consumer watches a video on digital signage, the CTA calls for a tap on a nearby panel, with the promise of more information, a special offer or coupon. With a touch on this “tap point” the mutual NFC chips sends the relevant new content instantly to the mobile device.

QR codes — an abbreviation of “Quick Response” — are the 2D bar codes readable by phone cameras. The QR code can contain a host of information: text, a URL, phone numbers, SMS, or a contact information vCard. When a QR code appears on your digital signage, it's another CTA.

A scan by a customer or employee provides fast access to promotions, coupons, benefits enrollment, or corporate training and compliance. And all with no hassle of memorizing or typing out coupon codes, website or contact info. Rotating through a series of QR codes, each with a different deal or social media link, can be a good way to test the appeal of your message and offer with your audience.

The shared information in both NFC and QR codes also make these excellent data opportunities to measure and improve on your digital signage ROI.

Content Strategy: 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.

With pre-existing signage, it may make sense to conduct an employee survey or focus group to understand if the display is placed in the best place for the audience. As in real estate, location matters: maximize your ROI based on where your signage and its content is positioned.

If your strategy depends on moving content, don’t put screens in high traffic locations where an on-the-move audience will miss out. Put your signage near checkout or alongside queues, or in a lunchroom where the audience is set and will be more likely to focus. If your strategy is to sell a certain product in a bank or hotel, don’t put that display at the entrance, far from the action. Position a screen near the tellers or reception, so sales-oriented video can highlight the compelling features as banking customers or guests are ready to do business.

Precise Positioning

There’s a science to positioning: numbers worth being aware of as you seek to implement your content strategy.



Viewing Distance

- A person with 20/20 vision can read text a few inches tall up to 25 feet away
- It takes 7 seconds for an advancing person to reach a screen 25 feet away
- The average vertical field of vision is 75 degrees below eye level, 60 degrees above
- A person’s field of attention is only 20-25 degrees of the field of view



Viewing Heights & Angles

- At 5 feet distance, 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

Content Strategy: Creators

Who are your people behind your screens? The answer to that question can also determine the success of this enterprise. Your business model or operational structure may suggest a default of a communications or even AV professional. But this is a highly strategic role and requires an individual who truly understands the goals of your organization. This person in charge is often referred to as the Executive Sponsor, and is responsible for your digital signage strategy, its ROI – and everything in between. The Executive Sponsor owns the budget and will fight the good fights that are sometimes necessary.

Reporting to the Executive Sponsor can be any number of content contributors, who help support and champion digital signage throughout the organization. It's of benefit to encourage "champions" that represent different voices, styles, and subject matter expertise. A team of decentralized contributors provide for more diversity, and also more relevancy. A champion aligned with a regional warehouse is going to publish specific content that is more likely to connect with that local audience. The right digital signage platform will allow for multiple ways for champions to contribute content, from both within and outside the CMS.

Critical accountabilities across the Executive Sponsor and champions include:

- Set goals and objectives aligned to the business
- Keep content relevant and fresh
- Measure the impact of digital signage
- Ensure the digital signage platform has IT's support
- Keep up with emerging trends in digital signage

Content Strategy: Your Content Management System

No content strategy is possible without your digital signage platform's intelligent, integrated content management system. This CMS is what allows you to create and change your digital signs across multiple locations. From one interface there are many opportunities: choose from numerous content formats, design freestyle or use professional templates, and then set your screens to display at scheduled times or conditions.

As the central platform for creating, deploying and managing dynamic content on your digital signs, it's essential you choose the right software that meets your organization's needs and your content strategy. The right strategy with the wrong CMS can undermine your layout, playback, and accessibility to resources critical to your plan, such as streaming video or social media.

A complex strategy across many locations, with a large amount of content and frequent updates will all impact the level of management required. Consider how this matches up against your available resources to support the endeavor. You may have to narrow your strategy – or be sure you select a platform that can handle your needs with ease.

An important component of your strategy will be how the CMS handles “playlists.” Playlists organize content and play that in the order that you want to see. When a playlist is assigned to screen, it will run on a loop based on your order and the timing of the content that you’ve established as part of your strategy.

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 communication team members add tagged content to asset folders, the playlists can organize in a meaningful way, ready for the right digital sign at the right time.

To avoid a preprogrammed “set and forget” playlist of content, you may create a cadence (weekly, monthly, etc.) that includes X number of fixed pieces of content, but with the flexibility of “planned disruptions:” new slides, images and videos to take advantage of new news – or just to shake things up.

Think About...

How would you articulate your content strategy for digital signage?

What are the barriers to your content strategy?

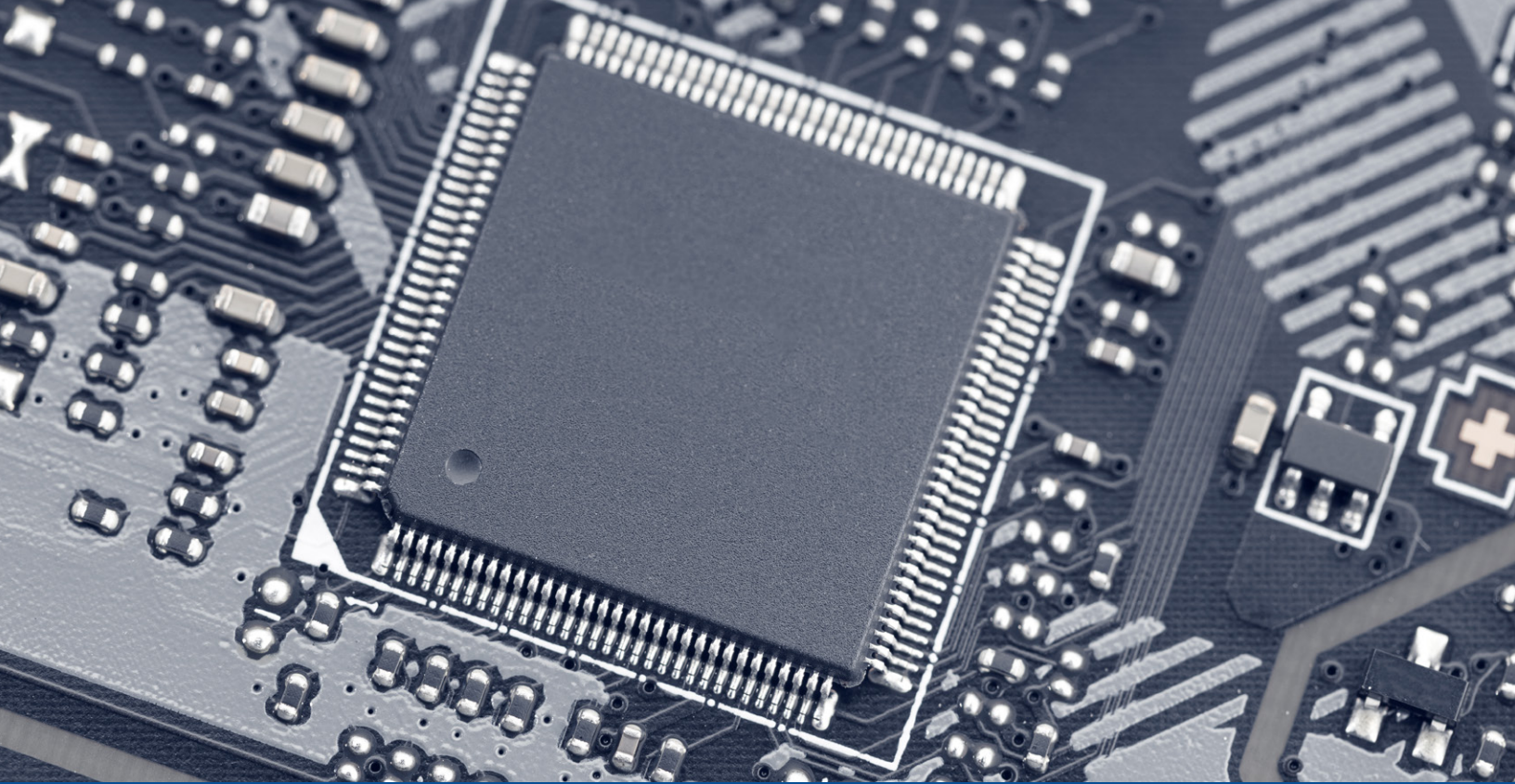
How would you rate your current CMS?

NOTES: _____



A Korbyt Anywhere Strategic Advisor can help you assess.

GET IN TOUCH



HARDWARE

The Nuts & Bolts

Up until now, the focus of this guide has largely been the content that digital signage can bring to life, and the benefits it can deliver for your audience. But of course, there is no digital signage without the hardware that brings this experience to your customers, constituents, and employees. Time to turn our attention to the components that factor into the technology itself: players, screens, power and the internet.

A Real Team Player

The digital signage hardware that interfaces with your screen and sends the content to the display are media players, sometimes called content players. Choosing the right one is a critical decision. Do you need to get your content on 1 screen or 101? The right media player will be up to the job. The wrong one might not get you on Netflix.

The good news is you have many options. The complicated news is you have...many options. From PCs, to dedicated digital signage players (standalone and “sticks”) and even the built in “system on a chip.” How about an overview to orient you to what’s available?

Let’s start with the system on a chip, or SoC. This media player is built into the display, like a smart TV. Hugely convenient and budget-friendly, although they lack the versatility of dedicated computers.

Next up is the dedicated digital signage player. Many signage providers include a player like this as part of their package, but there are also standalone units from Amazon, or based on Google's Chrome. The drawback can be in its performance. These devices will be very limited in how much they can achieve for you in terms of customized or high-resolution displays.

Then there are computers as content players. This powerful hardware can also be powerfully expensive if you're only using them for that purpose. The Windows and Linux operating systems are winners here, in terms of familiarity, relatively easy install, and performance. A large video wall of 20+ screens and 8K quality will almost certainly benefit from a PC based player.

Meet Some Players

Players are relatively simple to get going. Set up the player (also known as provisioning) to connect to your content management system. When that software recognizes the player, you're ready to send content to it — and on to your digital signage screen.

For a better understanding of players' capabilities and complications, let's take a tour of four popular and prominent players on the market: SoC (System on Chip), Android, Brightsign, and Windows-based.

System on a Chip Digital Signage Media Player

By cleverly combining the display and digital signage media player into the same device, the System on Chip (SoC) players were born. Their strength is in their simplicity: easy to deploy, typically without the need for a dedicated tech resource to troubleshoot. The only wires to connect are power and a network connection. One less piece of hardware means one less point of failure. Prices have come down year after year, making SoC players the most cost effective commercial digital signage media player option on the market.

Balancing things out: these SoC players are built using ARM processors, making them also less capable if you're looking for that high bit rate video, or needing to interface with an exceptionally large touch screen with multiple touch points, requiring custom drivers to be loaded.

Advantage of SoC media players:

- Does not require a field engineer or dedicated technical resource to troubleshoot
- Consolidated system means fewer points of failure
- Extremely budget friendly
- Streamlined and simple: ideal for when you don't need custom drivers, sensors or video walls

Android Media Players

Android players can be a mixed pick. There are low powered "sticks", like Amazon Fire TV, all the way up to powerful 8k capable players. These players typically run on ARM processors originally developed for mobile devices like tablets & mobile phones. Korbyt's Virgo is an example of a low-cost, high performance Android-based player.

While generally less powerful than Windows, Android players are running an operating system with less overhead. The net is that a robust Android player can perform up to 90% of its Windows counterpart – although this is still not the ideal player if high resolution video walls or video synchronization is mission critical.

An important caveat: many Android options are using consumer parts not meant to hold up to the 24/7 requirements of digital signage.

Advantage of Android players:

- Budget friendly
- OS updates to support future features are typically included
- CMS vendors featuring Android players will generally provide better long-term support of features and upgrades

Brightsign Media Player

From 2013 to 2015, Brightsign was the global market leader in digital signage media players – that's for all media players and PC-based signage solutions combined. Brightsign players are purpose built for digital signage, even down to the operating system: a Linux-derived OS customized for digital signage. Their player hardware is solid state and highly reliable. They work with many CMS providers, providing you a growth strategy as your needs evolve.

Typically less powerful than most Windows players, Brightsign players can still render 8k videos along with tickers and multiple content zones. They also support a variety of sensors.

Advantage of Brightsign players:

- Simple Total Cost of Ownership, with a solid-state hardware platform that includes free firmware upgrades
- HDMI ports with HDCP support
- Flexibility, thanks to partnerships with Sensor Manufacturers & other accessory companies
- Free cloud-based player, health and deployment tools
- A whole line of players: from low powered models that support 1080p videos, up to models for 8k video with multiple zones of content & HDMI input
- Support for Audience Analytics via USB-c port

Windows Based Media Players

The Windows based player is commonly available, and also brings advantages of power and customizability. You'll find these typically feature the fastest processors, with dedicated graphics cards. Korbyt's Leo and Aries are enterprise-level players that run on Windows, with Leo having the distinction of offering four unique outputs.

On the other hand, this can be one of the more expensive options. Adding to that dollar amount: you may find yourself tied to Windows paid upgrades. Choosing this type of player may complicate your install, because of more stringent requirements from IT related to security and other network protocols.

Advantage of Windows players:

- Easily handles very high end and processor intensive content
- Videowalls with multiple high-resolution video outputs
- Custom accessories with unique Windows-only drivers (examples: PIR sensors, USB cameras, etc.)
- Supports customer requirements that specify screen players can be managed through Domain Policies

Screening for Success

At the center of it all stands — or hangs — the mighty screen itself. This is a matter of both technology — and presence. The right screen does more than deliver content. It plays a central role in the quality of the experience you're creating. Will it be a single big screen? Or many screens that make up an impactful video wall? Your screen decision is also a matter of impact and impression.

Start by choosing between commercial and consumer grade screens. Even though they may require more investment up front, this guide recommends a careful consideration of commercial grade equipment: you can expect a better result over a longer period. These screens are built for durability and long-term usage — especially important as many digital signage screens stay on around the clock.

Most consumer TVs are expected to be on 6 hours a day — using them significantly longer will almost certainly shorten the life of the product. In addition, they have limited functionality, are meant for landscape use, and probably have no more than a 1-year warranty. In some cases, using a consumer display in a digital signage application will void the manufacturer's warranty. Also worth noting: consumer screens are typically for viewing TV, movies and video games. Commercial options can adapt to all types of content and will work better in brighter surroundings.

LCD

While a cost-effective solution that offers long-life and high-performance, LCDs are also deeper and heavier than their LED brethren. LCD displays have been the most widely used type of display for signage — at least until recently. They illuminate by way of a light source called CCFL: a Cold Cathode Fluorescent Lamp.

LED

Gaining in popularity thanks to performance and the economies of panels that are back-lit, edge-lit, and direct-lit, LED displays work using a matrix of LEDs (Light Emitting Diodes) behind the screen or an array of side-mounted LEDs that replace the cold cathode fluorescent light lamps of LCD.

Compared to LCD, LED displays offer a sharper, clearer image, brighter colors, and better contrast. LEDs also deliver lower operating costs, thanks to 50 percent less power consumption than CCFLs. LEDs offer a slim profile: some commercial displays are just a few millimeters in depth.

OLED

An advanced flat-panel option are displays using OLED: organic light-emitting diode. Ultra-thin, very bright and highly energy-efficient, OLEDs share similar qualities to their LED cousin. The underlying display tech is made up of an organic semiconductor material. This is sandwiched between two electrodes and produces its visuals when current is sent through its volume.

What About Plasma?

While plasma displays can generate extremely high picture quality, they are susceptible to “burn-in”. This can result in ghosted or blurry images, and glare in bright conditions. This combo of negative factors suggests that plasma displays are not ideal for digital signage applications.

Plugging into Digital Signage

It will come as no surprise that your digital signage solution will require power. But there are levels of detail regarding power consumption that are worth considering as you build out your ideal solution, so that you’re as informed as possible as you make decisions about hardware purchases and placement.

Will you need to address new power points for your displays and players? Or will you utilize existing connections? What is required if you plan to have the display in one location but the player in a different room, for more straightforward maintenance and service?

Another worthwhile consideration is how will you protect your investment in players and displays from power surges and outages? In recent years power grids across the country have struggled, and a strain on that system can put a dent in yours. Blackouts, brownouts, overvoltage and other power anomalies become your video snow, lockups, downtime, productivity loss, data loss, or catastrophic equipment damage. Many opt for a digital signage installation with independent power protection, separate from other systems at the same location.

What Kind of Juice Are We Talking?

Your player component typically consumes an average of 200 watts of electricity, under load, equaling out to 1,752 kWh/year. (That's about 3X the use of a nice fridge/freezer combo.) Digital signs need power, too. An LCD or LED screen that uses 40 watts, on for 10 hours a day at \$0.12 per kWh (the U.S. average), costs \$1.46 a month, or \$17.52 a year. And LED screens tend to use less electricity than LCDs, and last longer.

In terms of power savings, modern screens have reduced energy consumption up to 90%, compared to 20 years ago. And many incorporate auto power down, like a computer's sleep mode.

Additional Power Savings

Once you've settled on your system, there are some good power practices you can implement to reduce electricity use.

- Adjust brightness levels per screen so they can still be easily seen at all hours but aren't cranked to full around the clock. Brightness is closely tied to a screen's power needs. A simple reduction from 100% to 70% will probably not change the effectiveness of the display — but it will cut energy consumption by 20%.
- Turn down the screen's response to ambient light. See how low you can adjust each display's brightness without losing visual impact.
- Position your player's fans with good airflow, so the fans don't have to come on as often and draw power when they do. Clean the fan filters regularly: dirty filters make the fans work harder, using more power.

Getting Ahead in the Cloud

Some digital signage solutions run just fine off hard-wired servers that are on premise. These can be a labor and add cost because you're responsible for all hardware and upkeep. But they do have the advantage of total ownership.

Balance that out against the many advantages of a cloud-based system for your digital signage content. On the other side of the internet, the system is the same: a cloud service is just racks of third-party servers "somewhere else" where your content is now stored. But the difference is that "the cloud" takes responsibility for maintenance. While you pay a subscription fee, cloud-based storage will generally represent a lower cost.

Without the restrictions of a hard-wired network, the cloud enables your digital signage to distribute content across an essentially limitless distance and to as many locations/screens as your business chooses to manage.

What about internet disruptions? Most players will continue to play the content that’s been cached, keeping the experience alive. Even so, you should configure your software for loading strategies that support your content efficiently. One corporate warehouse overwhelmed its bandwidth by serving up subscription-based weather and news content every 10 minutes. Changing that content refresh to just 3 times a day resolved the connectivity issues and improved the experience for warehouse workers.

The takeaway advantages of cloud-based digital signage are:

- Easy to scale
- Reduces costs
- Negates the need for hardware support
- Enables you to publish and update content from virtually anywhere

Think About...
How would you rate your digital signage hardware?
Where can your digital signage technology use the most improvement?

NOTES: _____



A Korbyt Anywhere Strategic Advisor can help you assess.

GET IN TOUCH



SCAN CODE
TO COMPLETE
TRAINING



FACTORY SAFETY TRAINING



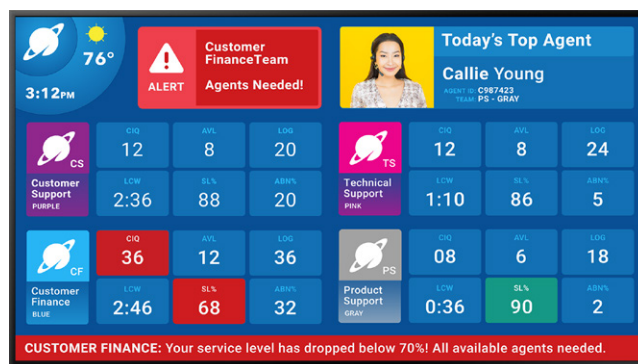
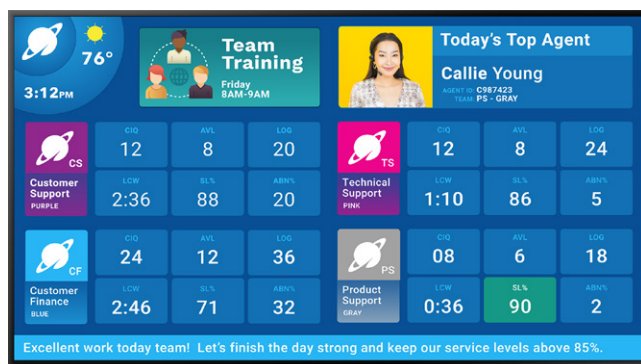
USE CASES

Using the Screen to Your Full Advantage

There are many uses for digital signage, and many use cases from varied companies, institutions, and industries across the world.

- Manage global message updates to anywhere that has a screen, PC, or display
- Drive increased engagement and build morale for employees and teams
- Increase ROI, sales, and advertisements with branded content creations
- Visualize KPIs and customer satisfaction data in compelling dashboard visualizations
- Broadcast travel status, emergencies, or critical health and safety messaging

This next section of the guide goes more in-depth on some common examples of digital signage in action.



Use Case: Contact Center Performance Management

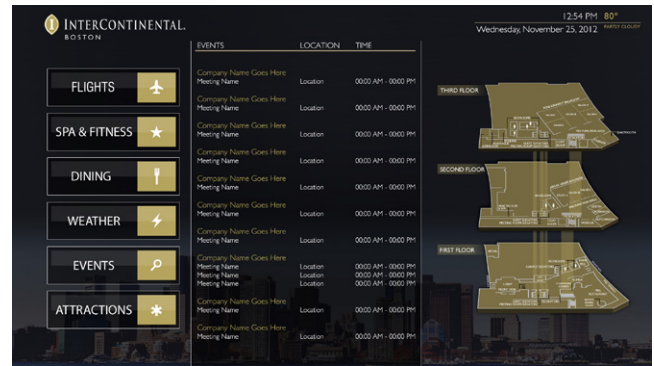
Contact Center performance management is more effective with digital signage. Its content management system features can display live performance data and KPIs to motivate contact center and sales teams. This can be shared with agents manually – or via automation and orchestration, based on criteria set by supervisors.

There are 5 screens that can be especially powerful in elevating your contact center KPIs.

- Escalation Screens grab the attention of contact center agents to prompt effective action.
- Contests & Leaderboards encourage team and individual competition with performance leaderboards – even contests.
- Motivational Screens celebrate employee accomplishments with authentic recognition that encourages higher goal-setting.
- Desktop & Mobile Screens can be personalized to focus on the most relevant data for individual agents, boosting engagement and supporting each customer engagement in real-time.
- Resource Screens improve productivity with easy access to powerful business resources that equip the entire call center workforce with the right tools for performing their jobs at the highest level.

With digital signage, your performance supervisors have control over:

- Targeting data and performance metrics to employees based on teams, job type, location and other attributes
- Designing how data appears on screens to ensure clarity, drive action and increase productivity
- Formatting performance data across different digital signage screens, desktops, web browsers and mobile devices for maximum effect



Use Case: Wayfinding

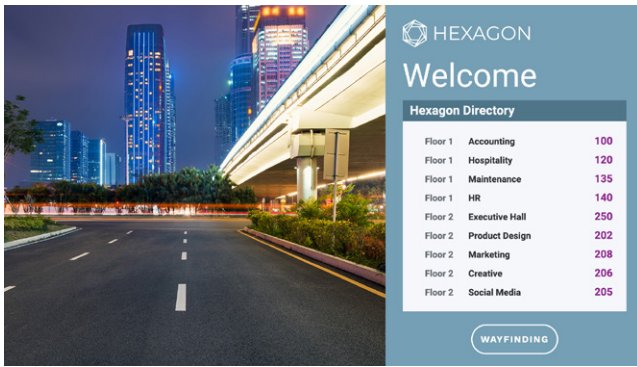
Sprawling campuses — corporate or institutional — can be intimidating environments to navigate. Fortunately, there is the screen magic of wayfinding to guide the way.

Unlike paper maps, digital screens are always current, and navigate by pinch and zoom, with on-screen keyboards that can access and search directories and return turn-by-turn directions. Location descriptions can feature images, animated navigation paths, phone numbers and shuttle schedules to students or employees from “you are here” to “get you there.” Bright colors or strikethroughs make it visually apparent where detours are needed so travelers can still plan to arrive at their destination on time.

Special events such as business workshops or campus sports benefit from wayfinding’s ability to deliver both awareness of the activity and directions for those interested in getting to the collaboration space or stadium. Even a lack of activity benefits from digital wayfinding: unused spaces can be visually identified and marked as available to book. And no one needs to stand and wait for directions, when a screen tap (or touchless gesture) can have directions texted to their mobile phone.

As COVID becomes more manageable, wayfinding will be key for organizations in their return to office planning, helping employees reacclimatize via digital displays of new floor plans, updates to workstations and shared spaces, and social distancing.

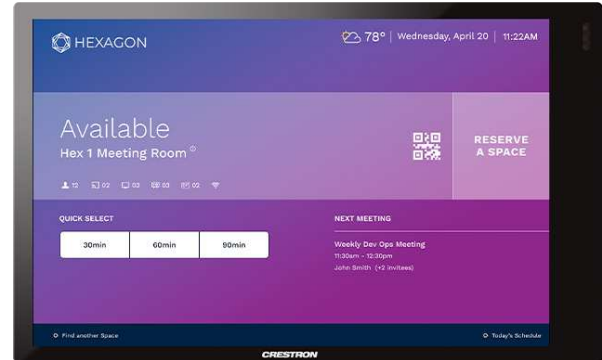
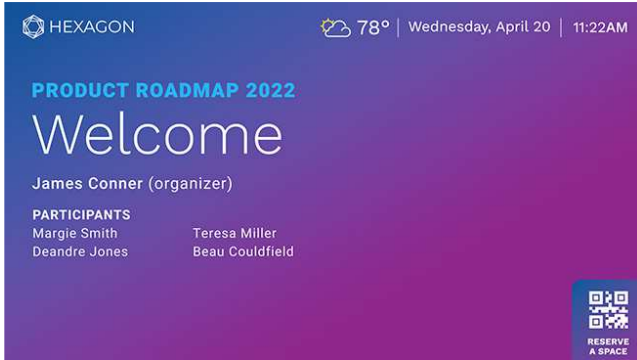
Wayfinding by way of digital signage sends a clear and effective message that an institution has its staff or student’s best interests in mind and knows how to deliver them where they need to be in a modern, always accessible way.



Use Case: Corporate Directories

Digital signage in the reception area is more than a large monitor with a searchable list of names. (Although it will do that quite well and vibrantly, thank you very much.) It can become an interactive, near real-time connection to employees — both on-premise and remote.

By tapping on a name, a screen refresh or pop-up can showcase that worker's accomplishments within the organization. Through integration with wayfinding features, this thoroughly modern directory can bring up a map to an employee's location across the office. For the remote or hybrid employee, the directory can provide contact details. QR codes or text options can pass that information over to an on-site employee's mobile device, supporting your people with opportunities to make their connections immediate and real.



Use Case: Workplace Reservations

A smart reservation system can integrate with digital signage, helping to keep on site FTEs, remote workers and hybrid employees informed as they search for and reserve the team and collaboration space they need to accomplish tasks and maintain productivity. Screen notifications throughout the day can visually announce room reservation availabilities and bookings, keeping employees informed about collaboration spaces and workstations.

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 all individuals aligned on the selected time and place. The screen outside the booked room updates to include relevant details on the meeting and participants.

If there are changes or conflicts with the room, it can be more than the single room display that refreshes. The latest information can be sent to display on monitors near team members — as well as provide wayfinding screens directing participants to the updated location.

These visual follow-ups ensure that no matter where employees are located or heading, they will feel and be included.

When hybrid workers come into the office to book a desk, the same reservation system can broadcast their on-site presence to relevant digital signage, helping to promote more connection with in-office workers.

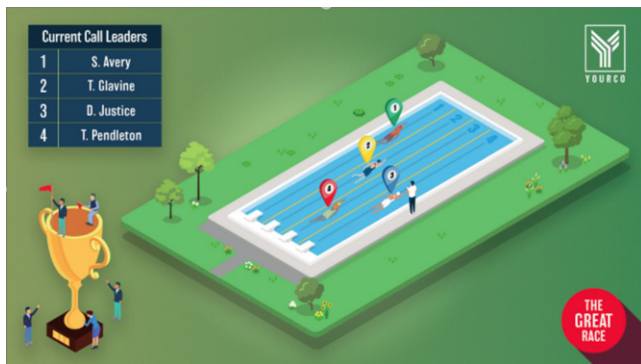


Use Case: Advertising & Promotions

Retail banking digital signage has been actively embraced for its power to engage with customers, visitors and staff, displaying real-time information targeted to one branch — or to multiple branches at the same time. As customers wait their turn, dynamic messages and media on screen tell the story of how bank products are helping people like them every day. This can be in the form of information, as in the special features of a new credit card. Or the real-life highlights of a customer able to purchase a home for the first time, thanks to a special mortgage rate. Screen-based video or animation gets people to pay more attention and may be the push for them to choose a new retail product from this bank.

On screen advertising and promotion relevant to a bank branch might include:

- Real-time rates and quotes with automated data imports
- Products and service promotions, such as personal and home improvement loans, rates, or credit card benefits
- Recommended resources to help learn about savings or investing
- Profiles of financial advisors, humanizing the staff for customers
- Directions to use on-site self-service kiosks for employee directories, maps, or even product sign-up



Use Case: Meetings & Events

Digital signage is transforming conference and meeting attendance and participation, helping to create emotion, participation and true experience.

Sessions on Digital Steroids

Because digital signage pulls dynamically from your event schedule, that display can highlight what's next and mirror sudden changes, helping attendees navigate sessions and even access support materials. Screen refreshes can cycle through presentation takeaways, speaker headshots and bios. A QR code on screen is the ticket for attendees to "scan for more information."

The Social Screen

By integrating your social media feed into your digital signage, attendees can delight in real time POVs and photos from their peers on the conference, the city, the sessions and presenters. With a #cleverhashtag this is also a great tool for your communicators to get instant feedback from attendees and expand their contact list with almost no additional effort.

A Modernized Poster Gallery

Many conferences feature research presentations, often on printed poster boards set on easels in a far corner of the meeting space. With digital signage, these important materials can become front and center on the main displays. This interactive signage can feature a searchable database for poster topics, zoom-in features to get into the details, and screen capture functions to send to attendees' phones.

Competitive Leaderboards

Gamification is a great way to engage attendees. Any on-site activity with this quality – from scavenger hunt to trivia contest to product brainstorm – can be fed to digital signage as a way to remind attendees to engage.

Active Floor Plans

Replace printed maps of your meeting space or conference with an interactive floor plan that's visible on any digital signage associated with the event. It will impress attendees with updated visual information, including changes to exhibitor location or staffing. With a touch screen kiosk, a tap on a trade show booth can reveal detailed images or even video about that participant.

Notes to Share

By sending their visual or text notes to a special event email or SMS number, attendees can opt to have these displayed on event digital signage. As these shared notes populate the screens in a session room or lobby, it encourages more participation.

Audience Response

At key moments in a session, speakers can poll attendees on certain topics. By sending responses to a special text number or email address, their live feedback can populate digital signage in real time. Speakers can choose to use this new information to adjust their presentation based on the results. For attendees it's a tangible visual that they've had an opportunity to share their voice.



Use Case: Emergency Messaging

The world is an unpredictable place. And while digital signage can't prevent the worst from happening, it can be an important part of keeping people aware and safe.

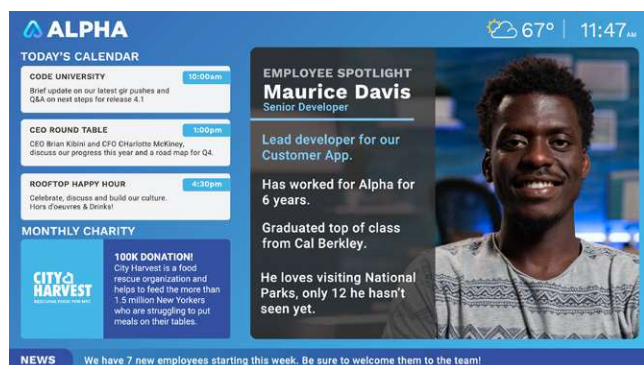
Screens located in key locations on a campus or in an office can be set to change color and animate, to draw attention for special alerts and emergency announcements. Severe weather updates can access real-time news feeds for tornado warnings and wildfires, with instructions on where to evacuate — or shelter in place. These screens can be set-up and saved in advance of trouble, ready to activate at a moment's notice to make everyone aware of instructions to keep safe.

In times of less immediate danger, digital signage can be the consistent educator that reminds all of sensible precautions related to their personal safety, as well as health protocols and procedures. Our epic health crisis elevated the need for digital safety signage. As businesses sought to reduce touchpoints and improve accessibility, immersive digital displays stepped up with temperature screening and virtual receptionist devices that provided wayfinding to rooms, desks and locations marked safe based on factors like time, cleaning, and occupancy.

Even when a return to office becomes more stable, companies and individuals will remain focused on health and hygiene. New digital signage solutions that reduce human physical interactions will continue to evolve, because safety and communication are best managed together.

The opportunities are for digital signage to serve as a guide for traffic flow, helping maintain social distancing and density occupancy. Digital screens will alert occupants of essential safety protocols with infotainment guidelines, and support remote reservation displays related to hoteling and hotdesking.

It's no exaggeration to say that a proactive digital signage system that keeps employees, students and customers informed in times of crisis can reduce confusion, avert tragedy, and even save lives.



Use Case: Internal Communications

There's a reason 56% of internal communicators are considering an increase in their use of digital signage. From wayfinding and hotdesking that create new ways of working, to performance metrics that encourage new productivity, today's digital signage solutions are clearing out miscommunication, helping to promote safe environments, and are driving employees to new levels of achievement.

As digital signage turns your monitors, kiosks and screens into interactive content, your workplace experience becomes attention-getting, entertaining, informative, and dynamic. While this energy and immersion extends across your office, campus or multiple locations, it can be simply activated and managed through a single, easy-to-use digital signage platform. The opportunities for personalized communication to students, faculty, visitors, and employees include:

- Animate positive quotes from leaders
- Stream your social media feeds or company meetings
- Poll your workforce for ideas and feedback
- Spotlight employee achievements to elevate a culture of openness and collaboration
- Promote safety and health alerts and protocols

Imagine your screens working for you, with relevant words, images, and video that influence and activate your community and your employees. Running your internal communications through digital signage helps to create a memorable workplace experience.

Think About...

How would you describe your current digital signage as a use case?

What types of use cases would be helpful in defining your next level of digital signage?

NOTES: _____



A Korbyt Anywhere Strategic Advisor can help you assess.

GET IN TOUCH



ANALYTICS & MEASURING SUCCESS

There's an old but true adage that applies to modern digital signage: if you can't measure it, it doesn't matter. Fortunately, today's digital signage can create interactive experiences that provide tracking metrics to help you better understand your audience's behaviors — and, from there, shape product offerings and compelling messages that support your mission.

What and how to track depends on the purpose of your digital signage. (Remember the strategy section?) Creating a return on objectives will help measure what you're doing against those top line goals for your organization. Is it higher customer satisfaction? More engaged employees? Faster response times on social media?

You don't need a strict KPI metric to gauge if your screens are working. In fact, based on the capabilities of your particular signage software, you may not be able to directly correlate screen display with audience action. But you can associate changes in situation to your content schedule and begin to draw positive conclusions based on those.

Are there fewer customer complaints? More positive reviews? Higher interest in specific products? Point of sale data can be great for sales tracking, conversion rates and product lift promoted on your displays. In time, more digital signage solutions will incorporate advanced solutions that can scan your audience based on heat maps and dwell times, to provide more accurate measurements. For now, monitoring results includes reviewing overall performance and making iterative improvements to your audience message to help you achieve your goals.

Why Analyze?

Because digital signage in its current form can be hard to measure, there is a tendency to “set and forget” — a content loop that plays for months on end. If no one knows how well the content is performing, what’s the point in changing it?

But as sensors improve and integrate with signage, there will be more opportunities for true analytics that boost business, brand and customer experience. A few to imagine:

Footfall Data

With sensors on your doors to measure footfall, your digital signage adapts as an establishment — such as a bank or hotel — gets busier. That may start with a display of special offers. Or it may include directing customers or guests to help reduce wait times and relieve busy staff. When you know your peak time is between 11 and 1:30, you can program that range for key offer messages. Otherwise, your signage adjusts during quieter times to share more ambient content, like social media.

Creative Feedback

The more hard analytics data you can align with your digital signage efforts, the more valuable content you can create. For example, if social media feeds are truly performing well on your screens, you’d be able to know that because you can see customers and employees are then going to their mobile devices to follow. When those news feeds aren’t connecting to social media activity, it’s time to change the creative content. With that level of tracking, it even gets possible to test specific elements like font, color and layout.

Agile Campaigns

Currently, the optimal length of a content playlist is going to be based on industry best practices — or your own best guess: each piece of content on screen for X seconds, so that the typical viewer has a chance to see it Y times before the content is changed out. With more concrete analytics at hand, you won’t have to wait for weeks to decide if a message campaign is working. You could instead test a new message/ad each day — making faster, more agile changes to optimize and serve the needs of your audience.

Better Content

As you add to your digital signage media library, you’ll soon find yourself with a wealth of assets. Together with the designed templates that may have come as part of your CMS, you may be facing a wealth of content riches — and no clear way to know which to choose. Digital signage playlists often mix a mass of content types, looking for quantity to land on what “sticks.” As digital signage analytics evolve, they will be able to narrow your choices down, empowering you to make an informed decision around a set number of proven content types and playlists which really deliver.

The Proof is in the Playing

Technology is a perfect promise — but sometimes reality gets in the way. It's possible that a piece of content is planned in your playlist — but never makes it up on screen. Some reasons might include a display overheating, a loss of network connection, or an outright power outage. Proof of Play is the reporting system that provides details of your content appearing on screen. The aim is to ensure in real time that your digital displays are connected and functioning normally to exhibit the content as you expect.

Your media is tagged for Proof of Play, which enables the system to track and record. Data is provided in CSV format, which can be easily viewed and manipulated in any spreadsheet application for analysis and reporting.

- Reports can be generated in real time
- Data can be viewed by campaign, time period and network segments, among other criteria
- Analysis can determine which attracts the most attention to aid in the ongoing development of more effective content strategies

Proof of Play won't tell you the entire data story on its own: its reports need to be matched against other metrics and behaviors to arrive at valid business conclusions. For example, a bank might show an increase in credit card sign ups that matches up against content played back on certain days and times. Or internal communicators can show compliance actions that align with certain health and safety messages being played on screen. Used correctly, your long-term plans for digital signage will benefit from the ways in which Proof of Play can unlock the power of data.

Survey Says...Take a Survey

With the latest in machine learning algorithms filtering every action and inaction...is there still a place in your digital signage data arsenal for the old school survey? Indeed, there is.

Utilized properly, surveys of your customers and employees can provide a simple, more human way to gain real insight into how your digital signage is performing in terms of content type, location, and levels of engagement. There are a number of benefits to maintaining the opinion survey in your data toolbox:

- **Surveys can predict behavior:** Facebook discovered that simply asking how long people intended to stay at an organization was 2X as accurate at predicting future turnover. They also learned from surveys when people choose not to fill one out: non-participants turned out to be almost 3X as likely to leave in the next 6 months.

- **Surveys provide a chance to feel heard:** The lack of a survey sends the message you don't care about opinions. The act of filling out a survey provides a specific channel for expressing one's voice.
- **Surveys can change behavior:** Asking customers and employees for their input is more than just learning from them: you're potentially influencing them as well. Questions prompt reflection and may shift desirable behavior.

To get the most out of your surveys and learn the most about your digital signage operations from your audience, you'll want to avoid some common survey mistakes:

- **Mistake: Survey just 1X year** — Your content is too timely, and the world is too distracting to depend on a single survey to capture the right impressions. Short, quarterly pulse surveys can be a game-changer for gathering input that helps you change and refine your content and digital signage strategies.
- **Mistake: Ignoring survey fatigue** — Asking too frequently or requiring too much input will lead to survey fatigue, and the sense that your inquiries are not worth the effort. Avoid the spiral into indifference by simplifying, clarifying and condensing questions; and demonstrating action as a follow-up so employees understand that their input is truly essential. There may also be value in a flexible format for surveys — some by email, some by phone, even old school paper print outs (!) — to minimize the fatigue factor.
- **Mistake: Biased questions** — Review how your surveys are written to avoid the common biases that can affect reliability and effectiveness. Confirmation Bias seeks out data that confirms a pre-existing point of view. Selection Bias is when the survey sample doesn't represent the group you want to apply data toward. And Social Desirability Bias is when responses are weighted to present the respondent in a positive light.

A Focus on Focus Groups

When you need to know what people really think about your digital signage content and technology, there may be no better option than the focus group. Taking your customers or employees through a facilitated discussion on content topics is its own form of engagement. This provides a platform for immediate probing on critical issues while encouraging participants to develop solutions you can then take back to your screens.

Your digital signage focus group may build upon a conversation started in a survey, but here you can gather deeper insights on the best ways to build engagement.

“Did the data visualization on content X make you want to take action?” “What message did you take away from content Y?” “Are you able to see the screen from your location on the warehouse floor?”

A focus group has the advantage of time — it’s quicker to gather perceptions, needs and wants in a group vs. 1:1 interviews. Many times, these group conversations will also lead to meaningful action, sourced directly from customer or employee ideas.

Innovations in Digital Signage Software

Just as the digital signage experience itself is not static, neither is the advancement in novel features and capabilities — all of which can be tracked as interaction points and valuable sources of data to be analyzed. Gestures, voice, near field communication (NFC) built into mobile devices, wearable sensors, camera-tracking, and face recognition can all be indicators of reactions to content, or send signals and messages that make the screen interactive. Camera integrations mean viewers can even join in on video streams themselves.

With artificial intelligence, monitoring and managing digital signage campaigns can be enhanced with automation. AI can decide when or whether certain content should be shown to a specific employee or customer, based on multiple database interactions and indicators. This type of system will be able to take inputs from optical sensors, analyze a person’s goal when they are in front of a screen, and make rule-based decisions on what messaging content to then display in real time for that moment.

Think About...

What type of results have you been able to measure with your digital disengage?

What metrics are you hoping to track in the future?

NOTES: _____



A Korbyt Anywhere Strategic Advisor can help you assess.

GET IN TOUCH



ALIGNING WITH THE C-SUITE

Time for Executive Insights

To demonstrate the value of your digital signage, the time will come when you'll want to share your WIP (work in progress) and ROI (return on investment) with leadership. You don't want to keep the good news just to yourself, do you?

All data related to your digital signage program is valuable in determining the success of your content and your overall strategy. This will be a combination of hard numbers, correlated activity, and solicited opinion. But ultimately you will have insights into how your signage has affected the behavior of your customers and employees. By making this a common, constant practice, you will be able to adjust tactics as you go based on the results you're tracking. The name of the game is continuous improvement.

As a professional communicator, this is an opportunity to change the conversation on internal communication (IC). Very often (sometimes too often) IC is still viewed by executives as channel production or tactical execution. Having an effective strategy for representing the results of your digital signage efforts to the C-Suite is the best way to change that view — and potentially open a seat at that table for IC.

Start with the Right Questions

Ask yourself, what does the C-Suite want to know about your comprehensive digital signage strategy? Do they need to know the technical details of your player technology? Are they interested in a breakdown of how often you're cycling content in and out, or how you've saved on energy costs by lowering screen brightness?

Most likely they need you to answer — at a high level — the problems that digital signage is solving. How is it meeting goals that align with the broader strategy of the organization? That's the ROI at the C-Level. Executives will respect your communication accomplishments when they see them as relevant to their own decision making — which is largely related to brand equity and long-term goals.

Lead with Insights

Even though you're bringing results to your own organization, a presentation of achievements at this level is its own form of selling. Based on the business goals and pain points of your organization, demonstrate how the communications and experiences created by digital signage have delivered new insights into the opportunities, risks and solutions that executives desire.

Present Efficiencies

CEOs have a love affair with efficiency: a smart investment of resources and the ability to do more with less. What efficiencies has digital signage achieved for your organization? What do you need to continue your work with more efficiency? Honest evaluation and proposed changes in this regard can signal that you are approaching your mission with a thoughtful and strategic approach.

Align to Broader Business Goals

Bring your digital signage results back to the metrics that the C-Suite is benchmarking against. What does your organization consider as delivering value? Perhaps it's top-line revenue; or maybe sales; or even community impact. As much as possible, quantify and qualify how your program has moved the needle toward success. Tie the results of your digital signage accomplishments to those goals. This will help you make your mark as contributing to the organization's targets, and help senior leadership understand the value that digital signage is creating.

Back It Up with Numbers

While they shouldn't be your sole focus, numerical data will have its moment in your C-Suite meeting. Back up your digital signage strategy with reliable stats — such as Proof of Play — to engage leadership and help put your achievements into quantifiable perspective for them.

What about that one executive who fixates on conversions only? “I don’t see the value of brand metrics like awareness, consideration, or association?” Bring your insights back into play to illuminate why conversions aren’t the only indicator of performance. Represent instances where digital signage contributed to brand integrity and brand health and focus on how these are also important influencers to the overall performance of the organization.

Bring it Back to Engagement

Whether it’s understanding what employees think, taking the pulse of the culture, or encouraging the workforce to be brand ambassadors — the C-Level wants advanced systems in place for employee engagement. As discussed throughout this guide — and as you may know from your own experience — digital signage is an ideal communication tool and methodology to engage employees. Emphasize that fact to senior leaders to align them with your work — and elevate your position.

Bringing your influence to bear on your decision makers and stakeholders is no easy task. But the effort has the potential to reap numerous benefits, both for the work you do and for you in your individual professional role. Know your C-Suite’s priorities, prepare yourself with the relevant data and you can focus on the most important goal of the meeting: persuading them to maintain their support for digital signage, especially with the budget you need to demonstrate ongoing success.

Think About...

Who are the digital signage supporters among your leadership?

Are there any detractors? What are their objections, and how could you handle them?

What positive results can you hold up as examples of success?

NOTES: _____



A Korbyt Anywhere Strategic Advisor can help you assess.

GET IN TOUCH



THE ULTIMATE BENEFIT

Believe in What You See

Congratulations on making it all the way through the Ultimate Guide to Digital Signage! Your commitment to learning is to be respected. We hope you see the time invested as valuable in learning the many benefits digital signage is capable of delivering. More than just an ultimate guide to the way digital signage works, may it also prove to be an ultimate motivator for what you can achieve with digital signage — for your organization and yourself.

Digital signage is in use in nearly every major industry, achieving objectives that — with a little imagination and connect-the-dots — can be seen as universal no matter the business of your organization:

- Real-time information
- Personalized content
- Increased efficiency and cost reduction
- Enhanced employee engagement and morale
- Extended marketing, sales and brand loyalty

It achieves this through a combination of unique qualities and advantages, including:

Targeted Messaging: Digital signage makes it easy to target a desired audience with a unique, personalized message that can be delivered to the right screen at the right time.

Boosted Visibility: Digital signage flashes, scrolls, rearranges, responds to touch — its constant motion increases the visibility of your organization, its messages and services.

Aesthetic Appeal: Digital signage delivers bold colors, enchanting light patterns and professional screen layouts that create an attractive, enjoyable view for your audience.

Automated Updates: Digital signage can be programmed to make changes to content in response to any number of criteria, updating offers, alerts and messaging to stay current and at their most compelling.

Demonstrated Relevance: Digital signage shows the world your organization has invested in the latest technology, a strong first impression that helps your business appear contemporary, relevant and trustworthy.

Responsibilities...and Rewards

As easy as digital signage platforms are to manage, being a digital signage steward is more than a turnkey position. Your success will depend on a structured plan to select and implement the hardware, software, installation, and content creation plan that's right for your organization and that aligns with your strategy. You'll want to carefully consider:

- Content that's thoughtful, engaging, and informative.
- Hardware that's attention-getting and durable.
- Software that's robust and user-friendly.
- Service that's trusted, experienced and ready to provide support.

The best experiences people have — shopping, at events, working in the office — are the ones in which they are most involved. Digital Signage provides many opportunities for human involvement. On screen digital elements can understand, connect and immerse customers and employees in surprising ways. When your customers, employees and constituents engage with content, they will retain more information, and be more receptive to the actions you want them to take.

Is this guide everything you need to know about digital signage? Well, it is the “ultimate guide!” But in truth digital signage remains an evolving platform — so any guide is here only to get you started. Remember that digital signage is interactive content — and therefore more attractive content. Every active experience you create with your digital signage — to touch, to navigate, to choose — makes your business more memorable for the future.

Now it's time to take what you've learned and guide your employees, customers or audience to everything that digital signage can achieve for them and your organization.

CHECKLIST

A Checklist for Digital Signage Success

Hopefully this guide has given you a lot to think about. Hopefully not *too* much — none of us wants a headache! But the point is to help apply your team's thinking to the smartest combination of hardware and software. What is the right solution to ensure your screens are taking your investment — new or refreshed — as far as your content can potentially reach? And with the many opportunities outlined here for digital signage — that can be very far indeed.

As you begin to consider the information in this guide and assess your current situation, it can be helpful to hold that up against your current technology and strategy. That's what this checklist is for. Where are you now in your digital signage planning? And where do you want to be?

Get checking!

- | | |
|--|---|
| <input type="checkbox"/> What's the scale of your digital signage project? <ul style="list-style-type: none">• Number of locations?• Number of displays at each location? | <input type="checkbox"/> What's the scale of your digital signage project? |
| <input type="checkbox"/> Where will you position your screens? <ul style="list-style-type: none">• Indoors?• Outdoors? | <input type="checkbox"/> Where will you obtain your screens? |
| <input type="checkbox"/> Who will be your audience? <ul style="list-style-type: none">• Employees?• Guests or Visitors?• Customers?• Patients?• Students? | <input type="checkbox"/> What's your plan for creating content? <ul style="list-style-type: none">• Organization resources?• Vendor services?• Other? |
| <input type="checkbox"/> What's your overall goal? <ul style="list-style-type: none">• Improve sales?• Increase brand awareness?• Communicate and educate?• Other? | <input type="checkbox"/> How will you display content? <ul style="list-style-type: none">• Live feeds?• 3D content?• Images?• Video?• Other? |
| <input type="checkbox"/> Who will handle installation? <ul style="list-style-type: none">• Organization IT?• Digital signage provider?• Third party? | <input type="checkbox"/> How do you plan to manage content? <ul style="list-style-type: none">• Locally?• Centrally?• Cloud?• Other? |
| | <input type="checkbox"/> What is the timeframe for installation & activation? <ul style="list-style-type: none">• 3 months?• 6 months?• 12 months+? |

THE ANYWHERE ADVANTAGE FOR DIGITAL SIGNAGE

Where will your ultimate guide to digital signage take you?

Hundreds of businesses around the world have found their way working with Korbyt. They've learned that the best digital signage providers are full-service. Our knowledge and partnerships in related hardware and software is extensive, and the training and onboarding we can provide for your team is complete. Our full-service dedicated support team will take care of any service needs, letting you focus on creating high-quality and engaging content for your customers and employees.

What are some advantages waiting for you when you activate your communications through the Korbyt Anywhere platform?

- Customization
- Easy updates
- Dozens of supported apps & integrations
- Professionally designed templates
- Content scheduling
- Playlists
- Remote management
- Scalable
- Mobile support

Ready to know more? Take advantage of this limited time special offer — one you won't find anywhere outside this guide. When you sign up for a Korbyt Anywhere demonstration, our Professional Services team will include a 30-minute strategy consultation on your digital signage needs — and potential solutions.

Learn for yourself why Korbyt Anywhere is the digital signage solution that can help you achieve your strategy and desired outcomes. Create a new experience that communicates your brand, your products and your message, with easy-to-use tools for dynamic visualization, heightened engagement, and intelligent content management. Let's set you up with your no-obligation offer today:

Sign Up for a Demo

US 1-844-858-9585

UK +44 330 808 0731

Thanks for taking the time to read this Ultimate Guide to Digital Signage. We hope it's got you thinking about the next level — and we look forward to meeting with you soon.

Your Korbyt Anywhere Team

