Digital Signage **Cellular Advantage**

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Customers are turning on - tuning in to digital signage

Digital signage has been steadily cropping up over the last several years, and is revolutionizing the way organizations communicate with customers and employees. Look around and you’ll realize how many printed signs have been replaced by digital ones – in some cases, even that billboard you see as you drive or walk down the street. Now you see flat screens in your local Walmart, doctor’s office, school or university, or restaurant – and even in places like elevators or taxis.

To be in Times Square in New York City is to see digital signage on steroids – a place where people actually go to see the advertisements and be part of the scene.

So how is digital signage different from other forms of media or advertising like TV, radio, print and the Internet?

First, it’s placed-based, meaning it reaches on-the-go consumers where they are – in the store, in the gym, in the airport – with a message relevant to their environment.

Second, it’s dynamic. When networked, screens from throughout the country can be updated from a central location. Screens can also include live news or weather feeds, provide interaction with touch screens or mobile phones and be scheduled to deliver specific messages based on time of day, event or audience.

Third, unlike radio and television, digital signage is increasingly measurable. With new audience tracking technologies being developed rapidly, screen owners can know exactly how many people are looking at their messages. This has the potential to change the way digital advertising is sold.

Digital signage can fulfill a variety of communications objectives including branding, merchandising, promotion, education, information, entertainment, employee, visitor and patron communication. It can up-sell, cross-sell, add vitality and energy to an environment, reduce perceived waiting times... and the list goes on.

Savvy advertisers now see digital signage and digital out-of-home advertising as part of their marketing mix. With 11.2% growth in 2008, making it a $2.43 billion industry in the U.S. and the list goes on.

Our mission is to accelerate the growth and advance the excellence of digital signage deployments worldwide. We believe this publication furthers that mission. Let us know if we can help.

David Drain, Executive Director
Digital Signage Association
digitalsignageassociation.org

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LG enables communication, entertainment and interaction with a full line of digital displays for the enterprise industry. From information to advertisements to broadcast content, LG supplies LCD and plasma monitors that deliver high definition with vivid detail. Backed by experts and dedicated technology teams, LG provides innovative and effective digital solutions.

Wireless Ronin Technologies, the developer of the Ronin-Cast® dynamic digital signage software, provides end-to-end service to clients - from software and hardware to content creation, installation and network operations. With the RoninCast® software users can create, deploy, and monitor digital communications from one central location making your in-store environment come alive.

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Black Box Network Services is a comprehensive provider of end-to-end digital signage and multimedia solutions. Black Box products include out-of-the-box digital signage, cabling, splitters, extenders, switches and converters. Their 118,000+ video, networking, and infrastructure products are all backed by FREE, 24/7 tech support. Visit www.blackbox.com/go/iCOMPEL or call 888-225-6921.

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Retail - the new media channel

By Lyle Bunn

“T”here’s no longer any question that retailers and consumer product manufacturers understand the benefits of digital signage in the store” says Peter Breen, Managing Director of Content for the In-Store Marketing Institute. “We’ve moved beyond the stage where dynamic signs and networked content were viewed as a novelty that could make an impact simply by being there, to a period in which smart marketers are utilizing such new technologies to communicate with shoppers in unique, interactive and most importantly – targeted ways.”

Breen continued “The Walmart Smart Network, with its integration of brand advertising and product merchandising and its ability to tailor content for shoppers at the store level, was a major step forward in this regard”.

Paco Underhill, founder and Managing Director of Envirosell, whose books “Why We Buy” and “Call of The Mall” are published in 27 languages, says that “digital signage is not a technology – it is an application.”

Underhill notes that “our visual language is evolving faster than our spoken words. We process images faster and it is a single language.” This makes digital signage a powerful appliance to improve retailer and brand success. “And he added “the value of digital signage does not decline, but increases over time when content messaging is refined”.

“Retailers are actively engineering the costs out of the supply chain” Underhill observed while urging retailers and consumer services providers to “give good store” since, he added “amenability and profitability are directly linked.”

“Marketers will only embrace digital media at retail if it boosts sales by communicating more effectively with shoppers”, observes Tom Oddycke, CEO of DS-IQ, which provides analytical and optimization services for the Walmart Smart Network. “So we built a software ‘brain’ that understands which messages, stores, and times generate the highest sales lift, then re-targets content to increase shopper response. We’ve shown that sales lift can be doubled or tripled when ads are reaimed. The Shopper is really King.”

David Sommer says “we at Mediaedge:cia are passionate about finding the right marketing vehicles to achieve our clients’ business objectives and in-store marketing and digital out-of-home is one of the new areas we are most passionate about because it actively engages consumers and delivers the goods! Sommer is Managing Partner, MEC Retail, a division of Mediaedge:cia is part of GroupM which buys a third of the world’s ads, approximately $54 billion annually around the world for clients such as Campbells, Colgate-Palmolive, Mars, Energizer, Dr Pepper Snapple Group, AT&T and others.

Sommer continues “We believe in digital out-of-home because it allows us to reach consumers in a targeted and relevant way. We can serve up the right ads, to the right consumers, at the right time. And, it is a very engaging platform that allows for sight, sound and motion. In addition, we can create strong “calls-to-action”. “We are very careful to measure the ROI (Return on Investment) for all of our clients’ marketing initiatives including in-store. We analyze the Media Value (CPM), Brand Metrics (Awareness, Purchase Intent) and Sales Lifts (or business results) for every consumer touchpoint or marketing vehicle. After years of running digital out-of-home programs for our clients, we know if we get creative and develop an engaging advertising idea that includes digital out-of-home in the mix we see stronger business results for our client.”

Richard Trask, VP Marketing, Starmount Systems Inc. notes that “for an in-store retail marketing strategy to be successful in today’s business environment, it is desirable to integrate all of the in-store systems into one framework that enhances the total marketing strategy of the store.”

“There’s no better place for a consumer to receive a message than when they are poised to buy in-store, where POPAI research has shown that as many as 70% of buying decisions are made” says Dick Blatt, President and CEO of Point of Purchase Advertising International (POPAI). He adds “Digital signage is being used, often as part of comprehensive “Marketing at Retail” strategies and digital signage has become a powerful tool that are being integrated into many of today’s comprehensive in-store strategies.

Blatt says “Digital signage helps retailers to create highly targeted messages to consumers based on screen locations within departments, based on high volume store traffic locations and even by programing messages by daypart based on the demographic profile of shoppers. Placing digital in close proximity to the shelf position of the product being advertised creates positive disruption, creates awareness and drives product sales.

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- **One-size-doesn’t-fit-all:** Each customer has different requirements that demand their own unique set of solutions. We don’t try to force-fit a particular software program or a specific brand of hardware. We’ll create a customized plan that’s tailor-made for you.

*Let DMG help you focus in on the big picture. Call us today for a complete review of your communications network.*
The deployment roadmap

The human race is obsessed with communication” notes Steve Israelsky of Tightrope Media Systems. “Perhaps no other human activity demands as much of our resources, concern, attention, research, or time. Communication technology has changed our reality”.

Digital displays have changed how we communicate. The success of digital signage has spurred on many technology innovations to better serve the consumer communications need. One of these is a 17:6 aspect ratio LCD display from LG Electronics. “This new stretch “format” display is easier to position and can use media composed for 16:9 aspect ratio to easily accommodate ‘dynamic’ content areas and ‘static’ content areas” says Ron Snaidauf, vice president, Commercial Products, LG Electronics USA, Inc.

Snaidauf says, “In today’s world of advanced digital marketing techniques, there has been a marked increase in creative advertising to communicate core messages across a broad audience. From conference rooms to retail, digital advertising is a way of educating and engaging consumers through unique content applications on a variety of products, services and messages.”

“Keeping intended communications objectives in mind and not being drawn to non-primary goal areas is a critical success factor” says John Melillo President of Diversified Media Group, a managed network provider, offering full-service design, engineering and managing capabilities for digital signage. “In doing so, additional abilities can be evaluated against intended outcomes and measured for possible addition”. He adds “advertising-based networks may start with distinct principles, but flexibility should always be designed into the network so that key innovation opportunities and experiences can also be delivered on the foundation of a solid, stable, scalable infrastructure.”

In a recent keynote presentation at GlobalShop, Melillo noted that “many industry suppliers have seen themselves as the innovators because DS/DOOH was initially a technology-driven, but that has changed, and innovation is now coming from advertisers and communicators.”

Keith Amodio, Marketing & Communications Specialist at Magenta Research, says “central control of media presentation on multiple displays at multiple locations is an inherent strength of digital signage. Network connectivity at a location must enable this capability while striking the balance of cost-effective capability to distribute the media and gather playout information.”

SpinetiX provides an ultra compact, solid state appliance as a standalone playback device for digital signage content that can be installed directly behind the screens for reliable, long term playback. Serge Konter, Marketing Manager of SpinetiX SA says “straight forward integration with other state-of-the-art technologies is key to success.”

Creativity also applies in how displays are integrated into the environment. ITS Enclosures offers products to enclose electronic devices to protect them from harsh surroundings as well as vandalism, making them more powerful tools, extending their life, and protect our customer’s processes from costly downtime.

“Even in today’s economy, the question is not whether to purchase digital signage, it’s “How fast can I get it?” says Brian Kutchma, Director of Marketing at Black Box Network Services, “No other medium makes it possible to deliver compelling content at the right location at the right time for maximum impact. Whether your goal is to increase sales, improve branding, encourage certain behavior or improve communications with employees, there has never been a better time to consider digital signage. Digital signage is very effective and, most importantly, it’s affordable for almost every business.”

“Digital signage is more than cool — it’s smart,” says Andrea Waldin, Vice President of Marketing, Scala Inc. adding “companies around the world are realizing that digital signage is a good investment, not only because it adds a high-tech edge to a venue, but because it addresses the specific business needs of better, more timely information, increasing revenue and decreasing costs.”

Demographic targeting with DOOH

Demographic targeting is simplified in the Digital Out-of-Home (DOOH) environment given the observable, measurable nature of traffic according to display locations and dayparts. DOOH networks and ad sales agencies are typically able to provide concise viewer demographics that can allow better message targeting for affordable local, regional or national advertising.

An approach called “Life Pattern Marketing” and tools such as those provided by See Saw Networks enables media planners to map the behaviors of a particular target audience with places where digital advertising would intersect them as they work, play, study and socialize. For example, college students can be reached in places both on campus and off where they spend time such as bookstores, bars and retail locations while ‘alpha moms’ can be reached in places like grocery stores, health clubs and hair salons.

SeeSaw Networks delivers advertising in places where people go in their daily lives – places like gas stations, coffee...
Digital signage can add vitality and information to an environment, and the hospitality industry illustrates how it can be used to provide a more satisfying overall customer experience.

Hospitality establishments are thinking beyond well-mounted generic displays to implement immersive visual communications eco-systems that offer a total visual communication experience for their guests. This new model embodies a broader range of display-types presenting a wider array of relevant and timely content to more points across an entire venue or property.

Steve Gurley, Vice President of Marketing for Symon Communications, which provides visual communications solutions to hospitality and other markets, says “The hospitality industry is without a doubt setting a digital signage standard to which other industries should aspire.”

The visual communications eco-system display end-points include LED marques near outdoor thoroughfares, video walls in lobbies, interactive kiosks in common areas, door displays next to meeting rooms, way-finding screens in conference areas, LED wallboards in back-office areas and traditional digital signage in restaurants, lounges, etc.

Relevant and timely content presented at a point of need help assure that guests know where to go, what is happening and how to maximize their visit. Display systems often interface with event management systems for room scheduling, amenities, catering, assets, etc., or other systems to assure that the information shown is engaging and useful.

Gurley says “a more comprehensive view of visual communications allows guests to select services and find their way more easily”.

By centrally managing the visual communications environment, efficiencies can be achieved in both initial and ongoing costs. Gurley concludes “Those who have deployed the visual communications model are clearly reaping the rewards.”

**VIEWSTATION TAKES ON VIRGINIA RAILWAY EXPRESS PROJECT**

ViewStation has recently been presented with a challenge from the transportation world by the Virginia Railway Express (VRE) project. VRE is a commuter rail service in Northern Virginia which feeds the Metro system in Washington, D.C. Working with International Display Systems (IDS) and VRE project electronics integrator, ViewStation participated in various site surveys as there are a number of stations that are more modern and of standard design, but there are still several stations that are much older and one that has a Historic Landmark designation.

ViewStation provided standard product with custom mounting solutions for most of the modern stations, but was able to work with VRE project managers in providing an ornate metal design for the older stations to integrate into the environment while providing needed scheduling and commuter information.

**Immersive visual experience**

**VIEWSTATION**

ViewStation is an LCD display unit that can be installed in any indoor or outdoor environment, including hallways, shops, grocery stores and health clubs. With more than 40 digital signage networks across 30 different types of locations, SeeSaw represents over 26,000 venues nationally delivering over 50 million weekly gross impressions. SeeSaw operates SeeSawAds.com, a media service that enables agencies to easily plan, buy and measure place-based digital video advertising. On SeeSawAds.com, agencies customize campaigns across different venues, markets and demographics with unprecedented precision.

Simage provides a technology and is a media supplier to the bar industry focuses on the age 18-30 GenY in the bar environment. Tom Simonds says “They are bigger than Gen X and digital signage suits them perfectly” noting that “this peer-oriented generation are tech-savvy, commonly texting downloading and mobile web surfing while socializing. They are looking for more fun and stimulation. It’s real and it’s important.”

**LevelVision**: College has deployed “floor based” digital LCD screens that display unique and impactful video content and advertising in over 300 colleges in 234 cities across 44 states delivering almost 20 million viewing experiences each month to a virtually pure composition of the highly-coveted “Millennial” and adult 18-24 audience segments. 75% of college students are aware of advertising on digital signage and 49% report taking action after seeing an ad. Sean Flanagan, Senior Vice President and Chief Revenue Officer of LevelVision says that “highly mobile and tech-savvy “millenials” have an appreciation for unique advertising delivery.”

The ability to read a target demographic during their “life pattern” provides a powerful ubiquity of message presence for branding and merchandising results.
In today’s world of digital marketing techniques, there has been a marked increase in creative advertising to communicate core messages across a broad audience. From conference rooms to retail, digital advertising is a way of educating and engaging consumers through unique content applications on a variety of products, services and messages.

Over the next three years almost half of corporate AV budgets will be spent on digital signage and videoconferencing goods and services[1]. According to iSuppli, the U.S. digital signage industry is also expected to grow to $13 billion by 2010.

Understanding the market’s desire for products that engage customers yet have diverse installation options, LG Electronics created the Stretch Screen. These unique digital signage monitors, M3800S-BN with a 17:5 aspect ratio and M2900S-BN with a 17:6 aspect ratio, which are approximately half the height of a traditional 16:9 display, were designed for the space conscious and can communicate multiple messages at once without seeming obtrusive. These stretch screens provide the opportunity for non-traditional and innovative installations and bring versatile signage options to environments where they might not otherwise be easily integrated. With a 178 degree viewing angle, content is viewable from almost every angle.

Consumers are telling marketers that place-based digital advertising is the number one way to grab their attention. OTX (Online Testing exchange) conducted a nationwide survey with consumers where people reported that this media was one of the most unique and entertaining ways to capture their attention. In fact, 63% reported that place-based digital advertising catches their attention more than any other media, including advertising on television, the web and other forms of tradition media such as newspapers, magazines and radio (Digital Out-of-Home Media Awareness and Attitude Study, 2007–2008).

"Consumers are more in control of their media consumption than ever" says Suzanne Alecia, President of the Out-of-home Video Advertising Bureau (OVAB), which assists marketers in making informed decisions regarding out-of-home media, the fastest growing ad segment next to online. OVAB members include a collective 400,000+ screens in 35,000 venues reaching billions of impressions per month that can help advertisers zero in on your consumers everywhere they are when they’re not at home.

Innovation in technology has fueled this phenomenon offering marketers unprecedented flexibility, targetability and accountability in reaching and impacting their best prospects. Digital & video out of home networks are a perfect storm of advanced technology platforms, presented in front of predictable & measurable consumer behaviors that offer marketing accountability. "What’s more, consumers love them and they are easy for marketers to use" says Alecia.

Marketeters are excited about the unique opportunities for creative advertising executions and their ability to leverage the physical environment the consumer is in when viewing displays. Average recall rates for digital & video out of home advertising networks are around 40 percent. Compare that to other traditional media recall rates like TV (32%), radio (27%) and magazines (21%) and it’s easy to see why this medium can be very effective for marketers.

Improved audience metrics and accountability, coupled with the consumer’s on-the-go lifestyle are two major factors in the acceleration of growth for the digital out of home space. OVAB’s publication of its Audience Metrics Guidelines has set a course for this industry to develop best practices and standards so that marketers can better evaluate the efficacy and impact of this platform.
Perfect fit.

LG’s new line of Stretch Screens.

Sleek. Slender. Sexy. LG’s new line of Stretch Screens displays information, advertising and broadcast content using the latest in flat panel display technology. Available in 29” and 38” class sizes*, these stylish monitors are roughly half the height of a traditional display. Perfect for highlighting special products, prices and promotions, they also give you RGB and DVI inputs, 1000:1 contrast ratio, RS-232 control and more.

For a new look in digital displays, visit us at LGcommercial.com/stretch.

© 2009 LG Electronics U.S.A., Inc., Englewood Cliffs, NJ. All rights reserved. “LG Life’s Good” is a registered trademark of LG Corp. Screen image is simulated. *29” class (29.1” Diagonal), 38” class (38.1” Diagonal)
opposed to general brand messages) and linking that cadence to a compelling offer that is actionable (indicating that the store with the offer is in close proximity to the viewer at that moment), we’ll be able to move a needle on both foot traffic to the location, and conversions as a result of increased store visitors. No other media offers this kind of ability to scale reach, and target consumers when they are very close to the Point of Purchase.”

About Digital In-Store, Moorhead says “smart retailers are bringing vitality and energy to the in-store experience while also linking internet browsing and shopping research to the in-store experience. By deploying strategic digital retail experiences retailers can close the loop between these two shopping channels and retailers can close the loop between the in-store experience. By deploying strategic digital retail experiences retailers can close the loop between these two shopping channels and give the consumer the sense that the brand KNOWS them, no matter where and how they choose to shop”.

Moorhead notes that “considering that the digital out of home advertising opportunity in the US has a daily reach potential that exceed TV and Radio combined, and has a much lower “ad annoyance factor” than TV or radio, audience reach devices such as Digital Signage are compelling. “The adoption of Digital Out of Home is now a foregone conclusion,” says Jason Kates, President, RMS Networks, observing that “accountability has been the ultimate test of DOOH. RMS has documented more than $900 million of incremental sales based on studies and data coming from retailers and the major brands over the last 14 years. Proof proof...This is what clients and agencies needed.”

Digital Out of home now has the scale required by this media to convince national advertisers to shift part of their media budgets to use this new media. Many national networks exist and ad sales agencies such as SeeSaw Networks, Adcentricity and rVue represent multiple networks to make DOOH media planning and buying easier and more efficient and national advertisers took notice. For example, market leaders such as Microsoft, Verizon, Disney and Bloomberg/digales use the SeeSaw service.

Television broadcast buyers see opportunities to extend their existing television buys across a national video platforms that include “In-store TV” and internet media buyers see digital signage as “the Outernet” to extend the reach of internet content and video.

Digital agencies use digital media to drive awareness and engagement in places that people go everyday.

Lyle Bunn is a highly regarded independent advisor & educator in North America’s digital signage/digital out-of-home sector.

High growth area of the economy

The number of public displays is forecast to grow by 44% in 2009 reports Chris Connery, Vice President of PC and Large Format Commercial Displays at DisplaySearch. But this increase to the 900,000 displays of 27” and larger already installed is the tip of the iceberg, since smaller displays are typically used for elevators, shelves, service counters and other uses. “Digital signage is accelerating rapidly, even in the midst of a recession in the larger economy” explains David Keene, Executive Editor of Digital Signage magazine, “because Money is shifting into more ‘TiVo-proof’ places where consumers commute, wait, shop and gather, prices for LCD displays and related technologies have declined. Add to that, a demographic shift toward younger consumers with mobile technology devices, and you have the ingredients for the kind of technology boom not seen since the birth of the Internet.”

Beyond the “three-screen” world of televisions, computers and mobile devices, National Datacast, Inc. a subsidiary of PBS, sees digital signage as the “fourth screen”. The rapidly growing base of displays and networks can allow advertisers to reach consumers wherever they are with targeted, relevant content” says Jackie Weiss, CEO of National Datacast, Inc., which enables Digital Out of-home by providing content distribution, scheduling and management tools.

The digital signage industry is moving at such a rapid rate while still maintaining its focus and commitment to providing economic value” said Nicholas Read, Publisher at Mediaplant in reflecting on his industry interactions.

Sam Taylor, president of Electrograph Systems, Inc., a national technology distributor with expertise in digital signage says, “We’ve seen more digital signage installations in the past year alone than we’ve seen in the previous six years combined, because it helps brands and retailers who are struggling to find creative, affordable ways to increase sales and amplify the message”.

PQ Media, providers of media econometrics are bullish on digital out-of-Home. “Despite severe economic headwinds and declining traditional advertising spending, the U.S. digital out-of-home (DOOH) media industry grew 12.3% in 2008 to more than $2.4 billion and is on pace to grow 9.1% in 2009, according to PQ Media research. Digital out-of-home accounts for almost 30% of the overall out-of-home advertising market, which grew 5.0% in 2008 to $8.31 billion.”

“Economic crisis are resulting in a seminal transition across the media landscape,” says Patrick Quinn, president & CEO of PQ Media. This will likely be the first recession in which advertisers not only spend less, but also spend differently.

Industry growth is being accelerated by the vast amounts of information and education being made available about digital signage. This has improved “best practices” while rapidly growing the number of network operators, end users, advertisers, suppliers, investors and professionals. Education such as “Digital Signage SPEED” and programs at associations such as OVAB, DSA, InfoComm, NAB, OAAA, AAAA and others provide access to practical advice and information.
View the Possibilities

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Ron Snaidauf
Vice President of Commercial Products
LG Electronics

In today’s world of advanced digital marketing techniques, there has been a marked increase in creative advertising to communicate core messages across a broad audience. From conference rooms to retail, digital advertising is a way of educating and engaging consumers through unique content applications on a variety of products, services and messages.

Digital signage can modernize the look and feel of a business by providing a sleek cost-effective alternative to building maps, newscasts, or company announcements. Hotels and convention centers are using digital signage to direct guests to conference rooms and provide information about the hotels amenities and any emergency notifications. Restaurants can use digital signage to display full menus, drink specials and upcoming events. It’s all about flexibility and speed of delivery of information.

As a leader in digital signage, LG’s LCD and plasma displays meet the need for creative signage solutions to help attract and connect with customers. New interactive elements and futuristic product technologies such as LG’s large format multi-touch LCD displays, triple-view, mirror and 3D monitor LCDs help to add a high-tech element to the standard monitor.

For those who want to add a digital component to their advertising, make sure you have key marketing and IT participation from the outset. Marketing helps drive the vision of the digital signage network while IT facilitates the deployment and running of the network.

“Two macro-dynamics are driving the best-practices for digital signage at retail. The first dynamic is the change in technology. Brilliant flat-panel screens, powerful media players, and web-based media management software, all showing significant gains in functionality while delivering a lower total cost of ownership. The second is the transition from early adopter business models that relied exclusively on ad sales to a model that embraces retail’s mainstream business requirements. Taken together, these two dynamics are creating exciting results. The opportunity is to use digital signage to increase sales by offering shoppers information or entertainment value when and where they want it. The bottom line is that, done right, a digital signage strategy at retail will return a highly positive, and eminently measurable, return on investment for the retailer and the promoted brands. Getting there requires innovative thinking, however. Many marketers think of digital media at retail purely as an advertising communications medium and haven’t thought of the broader strategic list of benefits that can be achieved. Unlike traditional media, retail digital signage is not limited simply to delivering a message. Its true potential is to influence a state-of-mind or action. This could simply be a matter of reducing perceived wait time at check-out or driving incremental transactions.”

Stuart Armstrong
President
EnQi North America

“Don’t wait. Even in today’s challenging times, digital signage is a great addition with a quick return on investment. The good news for buyers is that prices have dropped dramatically. There are now flexible, scalable solutions that enable you to increase your signage as your budget allows. You can go from one screen in a lobby to a fully networked multi-screen, multi-site setup without having to replace any equipment purchased previously. And as more businesses are being asked to do more with less, solution providers have started providing even simpler “out-of-the-box” solutions that enable you to set up impressive signage with very little technical know-how.”

Brian Kutchma
Director of Marketing
Black Box Network Services

“Digital signage has been in a constant state of enhancement from its inception as point-of-sale product information and pricing to brand and image building now to a complete customer experience. As we move forward we will be looking at innovative and ever personal transactional experiences that improve service as well as cement branding initiatives. Marketing, IT and communication executives from a host of industries will expect and require that their managed network partners provide excellence across many disciplines including: conceptual design, AV engineering, IT networks and operations to consistently improve service to the end customer—creating product loyalty.”

John G. Melillo
President
Diversified Media Group

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All-in-one signage

Simple, “all-in-one” digital displays are well suited where content does not need to be refreshed often, no internet is readily available or budgets are limited. Examples include menu boards, tourist or visitor attractions, lobby, staff and student displays, storefront, real estate or professional office, a product shelf or other customer-facing location.

“All-in-one” displays are easy to install and use, typically including “plug and play - out of the box” configurations that allow media loading from a flash media card or USB drive, or a connectivity option.

All-in-one signage integrates media management software, a player to present individual channels, display capability and a way of getting media to the playout devices. MediaTile is one provider of a fully-integrated all-in-one solution which dramatically simplifies system deployment.

The retailer, Hunter’s Specialties has deployed its own digital signage network across sporting goods stores. Matt Charipar, VP Sales, Hunter’s Specialties says “MediaTile’s all-in-one digital signage solution is extremely easy to deploy, requires minimal infrastructure support, can be controlled from any web-browser, and best of all has increased our month-on-month product sales significantly.”

To enable rapid installation and overcome the limitation of Wi-Fi and hard-wired Ethernet networks, cellular-based IP-networking from companies such as Sprint are becoming increasingly popular.

“The simplicity and flexibility that cellular connectivity delivers is a breakthrough for both customers and for the industry in general,” said Mike Foster, SVP of Marketing for The MediaTile Company. “Nearly 90% of our customer deployments incorporate cellular connectivity, and our customers report that it delivers a faster ROI [return on investment] and lowers their overall cost of ownership. In a deployment at a Rolls Royce facility in Indianapolis, the customer reported that using cellular-broadband technology ended up at a third of the cost of a hardwired installation, which would have cost somewhere between $500,000 and $600,000 per location.”

From the carrier perspective, there’s absolute agreement. "Cellular and mobile broadband use for media networks leverages the network reach, reliability and security built into networks, like the Nationwide Sprint network, that successfully carries millions of digital transmissions daily. Digital Signage will increasingly take advantage of what cellular offers," says Steve Rowley, Director of Indirect Distribution, Sprint.

Jerry Lin, Marketing Director of Corn Digital, a digital media panel/system provider says “menu boards, lobby and service counter posters are going digital for many reasons, including more flexibility in content update, centralized control of all locations, dynamic content display versus static pictures. He says that “a 42” LCD for digital signage display combined with a media player for a digital menu board can cost less than $1000, which is more attractive as a signage option than a lightbox.” He outlines the benefits including the ability to change menu items and pricing effectively, efficiently and remotely, effectively testing promotions and price points, and adapting the menu automatically at different times of the day.

TIGHTROPE MEDIA SYSTEMS

Carousel is a digital signage system in use at hundreds of corporations, educational institutions, municipalities, and small businesses throughout the United States. It is easy to use, easy to manage, and scales from one display to hundreds. Everything is browser based, so there’s no software to deploy. It integrates with room scheduling software, pulls in weather reports, RSS feeds, trafficcams, video feeds and more. You can use existing flash, video and graphics or enter messages directly. Best of all, your administrative staff can operate Carousel with ease.

Daniel Wilkins
President
n2

“Informational signage is only successful if it is a more effective way to communicate than the alternatives. The key to success is in understanding that the user of the system will make or break it. If corporate communications, HR, and your receptionist can easily use it, your system will save you time and money, and will communicate more effectively than any of the other alternatives. To get there, focus on the user experience and find a system that requires little or no training. Keep in mind that the other alternatives. To get there, focus on the user experience and find a system that requires little or no training. Keep in mind that the user experience the benefits of the all-in-one solution from SpinetiX

Andrew Starks
Co-Founder
Tightrope Media Systems

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2008 Surveys of KidCARE TV viewers report:

KidCARE TV is a good thing for doctor’s offices\(^1\)  94%
Those who visit go shopping the same day\(^2\)  69%
Trust information on a doctor’s office TV more than...
  regular TV\(^3\)  86%
  magazines\(^3\)  85%
  online\(^3\)  80%

\(^1\) KidCARE TV Traffic Count and Intercept Study, Nielsen 2008
\(^2\) 2008 Arbitron Inc. Custom Study for CARE Media Holdings Corp KidCARE TV
\(^3\) KidCARE TV Advertising Recall Study, Nielsen 2008
Relevant content

By Lyle Bunn

While announcements that “Content”, “Context”, “Audience” or “Measurement” are “King” have rung out against the backdrop of “change” toward more productive marketing communications, a coalition governance has emerged which draws on the attributes and contributions of each.

Michael Chase, Vice President, Marketing and Creative at St. Joseph Content, a multi-channel content provider working with such brands as Walmart, Loews, Kraft, Thomson Reuters, Sears, General Motors, Dunkin’ Donuts and the US Navy says, “The combination of these four elements provide a framework for relevance which is imperative to achieving results. At the same time, they provide a critical feedback loop for continuous improvement and expansion of identified marketing objectives through better audience targeting. “The bottom line”, says Chase, “is that if they do not all work together then the objectives will be missed. None can exist on their own or the digital signage will ultimately under-deliver”.

“Objectives are always the starting point.” Chase goes on to say “then, content strategy followed by message design and composition”.

“Building truly targeted content must take into account factors like the consumer’s age, gender, ethnicity and socio-economic standing, plus day-parts and dwell times which tell us when and for what length of time consumers are likely to view the content. Each application of Digital Out-of-Home has its own DNA or unique thumbprint”, notes Chase.

“The ability to provide consistency of brand expression, a high level of productivity when it comes to content creation, plus inherent efficiencies in presenting content to the right audiences at the right time and location are the unparalleled capabilities of digital signage. Match that with the capacity to continuously measure, refine and optimize and you have a very compelling marketing tool”.

“Today marketers need to move consumers along what St. Joseph Content calls ‘The Path to Purchase’, Chase continues. “This is a multi-media journey with each communications medium - from static to dynamic and in-home to out-of-home - buoying each other’s messaging and having a marketing interaction that learns about the customer and advances the relationship with the brand. This minimizes costs and maximizes branding, while increasing revenues, up-sells, cross-sells and provides greater lifetime customer value”.

“Our unique approach allows us to fulfill the promise of ‘digital signage ROI’, even when there are silos of brand communications, long planning cycles, and multiple agencies/budgets that can pose additional challenges”, says Chase.

“Digital signage allows for trial messages at low cost to achieve desired outcomes and expand objectives. For example, while we generate up-sell at a service counter, we are able to easily initiate additional product trials on the fly, and thereby bolster other product sales”. “We are now creating digital signage content that serves as the starting point for other media; television, internet and mobile video - It just makes sense, since digital signage content can be developed at a lower cost, then be tested with target audiences and be refined for improved results”, Chase concludes.

Digital signage has the opportunity to provide greater service than any other messaging in the marketplace today. Its application of vibrant color and motion naturally attract the eyes, often in locations where audiences are “captive,” abundant, have long dwell times and are open to information or purchase.

Digital signage is typically installed at Points of Purchase, waiting, transit or gathering. Each of these points of display has relevance when the content message is important to the consumer at the presentation time and place.

Content, Context, Audience and Measurement together provide the enabling structure for “Relevance”, and “Relevant” content produces branding rewards.
Until now, the advertising community has not had a single resource available to them that would allow for the simplification of multiple-market, multiple platform digital place-based media buys.

\( n^2 \) (pronounced n-squared) is a digital media solutions company based in Atlanta, GA, dedicated to providing clients with cutting edge planning and ad-placement services utilizing numerous digital signage platforms on a national level.

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