

DIGITAL SIGNAGE



THE PROOF IS INSIDE

Digital signage effectively delivers targeted messaging and advertising, creating immense value for venue operators; Intel's findings at the Venetian show us how

PHOTO: PRIVATE



3
TIPS

**TO MAXIMIZE
DIGITAL SIGNAGE**

Digital place-based media
Reach your elusive demographics



Mobile integration
Connect your customers



**It's a sign of the future.
And the future of signs.**

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PROFESSIONAL INSIGHT

TIP

3

CONNECT
TO MOBILE

Just look around. Flat panel screens with engaging digital content are popping up almost everywhere. One can see them in restaurants, banks, hotels, schools, retail establishments, etc. They can even be seen in a growing number of corporate workplaces. In fact, digital signage represents one of the last bastions of hope a venue owner has to capture the mindshare of an increasingly distracted audience.

Converging digital signage and mobile

But as with all new technologies, there are limitations. For example, how does the venue owner know that people are looking at the digital signage? How do they know if the content is resonating with the viewing audience? How do they know if their calls to action are being acted upon?

By itself, digital signage cannot answer these questions, but when combined with mobile technologies and the growing affinity people have to use these technologies, the limitations of digital signage can be enhanced.

So how are digital signage and mobile technologies working together? There are seven ways that this is happening. We'll explore each of these and even give some use-case examples where appropriate.

The methods of integration

The first method of convergence is called Dial Tone Multi Frequency or DTMF for short. This method utilizes the touch-tone sounds generated by a cell phone's keypad to respond to or control content on a digital sign. Touch-tone interactions are recorded for the purpose of quantifying signage viewership and documenting call-to-action responses. A well known example of this is form of convergence is embodied in the promotional campaign that Nike employed in

which visitors to NY's Times Square could personalize the style and look of a Nike shoe shown on an electronic billboard.

The second and most common method of convergence is called Short Messaging Services or SMS for short. The SMS method employs one or more signage-embedded calls-to-action that invites signage viewers to initiate a SMS-based interaction with the content through the dispatch of a text-based keyword to a common short code. One well known example of this is the work that the Norwegian-based interactive solutions firm, Never.no, did with the clothing manufacturer Diesel. In that implementation, Never.no used digital signage to encourage viewers to text "stupid" pictures of themselves to a special short code. The pictures were then routed to digital signs located in Diesel's Copenhagen retail stores and also included as a part of a mosaic hosted on Diesel's Facebook page.

The third method of signage/mobile integration is called Proximity-based Convergence. Proximity Convergence uses Bluetooth and WiFi transmitters located in or near digital signs to communicate complementary content to a viewer's cell phone. One of the best-known examples of this type of convergence is the work that the New York-based interactive mobile marketing firm, Blue Bite, has done to extend the content of Reach Media Group's (RMG) NYTimes.com Today digital signage network. In



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this example, RMG delivers NYTimes content to digital signs located throughout New York. Blue Bite's technology, which was integrated into the screens, then delivers enhanced or complementary content—on an opt-in basis—to the viewers' cell phones.

The fourth method of convergence is called Bar-coding. The bar-coding embodiment relies upon the integration of 2D Bar Codes into digital signage content. Viewers of the content then use their reader-equipped cell phones to photograph the 2D Bar Code. The cell phone's 2D reader application then interprets the bar code and directs the phone to display content that is connected to the bar code. These 2D interactions are recorded and statically analyzed to extrapolate viewership.

The fifth form of signage/mobile integration is called Graphic Re-

cognition: This method is similar to Bar-coding except that rather than photographing a bar code, the viewer uses a specialized application on their cell phone to photograph the entire digital sign. The application then works in collaboration with a back-end system to interpret the photo and direct the phone to display server-based content that augments the content shown on the sign. As with other forms of convergence, these interactions are then recorded and analyzed to quantify signage viewership. A recent example of this is embodied in the U-snap iPhone application recently announced by the advertising firm JCDecaux. The U-snap application allows the viewers of digital signage, posters, billboards, etc to receive complementary information or other content pertaining to the item being photographed.

The sixth form of convergence is called Mobile Web. This method uses digital signage content to promote a web address (URL) that links to mobile phone-optimized content that is designed to augment the content shown on the digital signs. Just as with the other mobile/signage convergence methodologies, viewer interactions with the mobile web site are recorded and tracked for the purpose of extrapolating viewership.

Location, location, location

The newest and most sophisticated form of convergence is called Lo-

cation-Based Convergence: This approach leverages a cell phone's ability to sense its geo-coordinates to deliver location-based content to a viewer. In this form of convergence, the application determines the longitude and latitude coordinates of the viewer and the delivers content specific to that location. As with the other forms of convergence, these interactions are monitored and reported for the purpose of extrapolating viewership behaviors. An example of this form of convergence is embodied in the InView Mobile smartphone application by Symon Communications. InView Mobile allows venue owners or content providers to deliver interactive, multimedia content to an infinite number of locations. For example, a digital signage viewer can receive one content experience when they are in front of a screen and another experience when they are away from the screen.

In summary, digital signage represents a tremendous mechanism for communicating with individuals who are otherwise distracted and difficult to engage. When combined with mobile technologies, digital signage provides venue owners and content providers with a tremendous amount of information about the viewers and their viewing preferences. Mobile convergence also offers a more compelling and engaging experience for the viewer as the content is transformed into a more personal engagement.

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