

Introduction

The last 5 years have played host to a revolution in the way people acquire information and interact with one another. The ubiquity of the internet along with the burgeoning adoption of multi-media wireless technologies have given individuals unparalleled access to information -- virtually anytime and anywhere. This is radically changing the way in which companies need to communicate with their people.

A Case For Digital Signage

Current trends clearly demonstrate that the general population has been abandoning traditional print media (e.g. newspapers, magazines and TV) in favor of information delivered via mobile technologies and the internet (e.g. MSN, Yahoo, AOL, Google, MySpace, Facebook, etc.). Text messaging, instant messaging and multimedia messaging have been replacing traditional voice communications as a primary means of rapid, distance-based personal interaction – especially among younger professionals. Both business professionals and consumers alike are now increasingly presenting concepts and information via video, as witnessed by the rise of YouTube and similar video sharing sites and technologies. What does this revolution mean to you, a corporate leader? It means that your employees are immersed in technologies and media that are out of your reach. It means that you must do something different in order to capture their attention, influence their behavior and keep them informed. It means you must communicate with them in ways that are fast, visible, highly graphical, “up to date” and to the point. Digital signage is the medium that industry leading companies are rapidly embracing to achieve these goals.



Digital signage improves property aesthetics while enhancing the employee experience.

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The Value of Digital Signage

The value of digital signage is embodied in three elements:

- 1) Localization: The delivery of information to employees and/or guests when and where it provides the most value and relevance.
- 2) Prioritization: The delivery of information in a fashion that becomes the de facto standard for communicating the most current and key priorities of the business.
- 3) Synchronization: The delivery of information that is synchronized with real-time events occurring in your company and/or industry, e.g. notification of emergency situations, market.

The Benefits of Digital Signage

While the value of digital signage is embodied in its ability to deliver timely and relevant information to where and when it is needed in a fashion that captures employee/guest attention, digital signage also provides many other benefits:

Cognitive re-enforcement of key information and messages by augmenting other forms of internal communications (e.g. intranets, email, company newspapers, etc.)

- Human performance gains realized from the rapid delivery of time sensitive information
- Employee morale improvements recognized from continual and visible communication by leadership
- Aesthetic enhancements to the physical plant to create an appealing an "action oriented" look and feel

Financial Considerations

In addition to digital signage's many benefits, a viable financial case can be made for deploying a visual communication solution. Since digital signage often replaces traditional forms of communications (e.g. posters, flyers, placards, table tents, public address systems, memos, etc.) the expense of deploying signage is usually off-set by eliminating the costs of old-line media. This is especially true when viewing the cost justification from a P&L perspective as digital signage is often viewed as a capital outlay which can be amortized over a multi-year period.