DIGITAL SIGNAGE

Digital Signage engages endless users compared to static content delivery forms. It is an advanced communication technology that includes everything from interactive touchscreens to large-scale indoor and outdoor displays. It can be networked, programmed, and managed to display dynamic information to a mass audience for use in public service notifications, directions, promotions, information, etc.

Benefits of Digital Signage

- 2/3 of business professionals say that digital signage catch more attention than other media.1
- 63% of people report that digital signage is eye-catching.2
- 96% of students noticed digital signage immediately.3
- 47% of audiences retain digital signage information even 30 days after exposure.5
- Many campuses in the US are using digital signage as a safety information medium.4
- 47% of business professionals say digital signage catch more attention than other media.1

Why choose digital over static signage?6

Best Buying Decision

Digital Promotion: monthly awareness increase by 800%
Interactive or Touchscreen: awareness go up by almost 1,200%

On Internal Information7

Large Enterprise and Government rely on an operations center to monitor networks, traffic, and security. A networked digital display can bring:

- Better visualization for large data
- Enhanced real-time monitoring
- Multiple video and computer sources

For the Public

Digital Signage keeps communication open for commuters.

Digital Signage is an excellent way to communicate important messages that are often missed. For example, Interactive kiosks also allow commuters to access information such as bus schedules.

www.visionaire.com

Sources: