Sales Guide

What is Digital Signage?

Digital Signage is the management and delivery of digital video, audio and information through a network to display devices to attract or reach a captive audience.

The Digital Signage Network is made up of 6 major components:

**Content**: Content represents the full motion video, audio, promotions, messaging and information you wish to deliver. It may include pre-recorded information, news feeds, or pricing and merchandising information delivered from the Point of Sale (POS) system.

**Servers**: Servers are the computers where content is stored, managed and distributed to players via a network.

**Content Management Software**: This is specialized software used to schedule the delivery and playing of the content at multiple devices as well as to monitor performance, and track and report on the execution of the scheduled events. Most content management software also includes authoring features and most includes screen formatting and production capability for screen crawlers and other information feeds.

**Distribution Network**: The distribution network provides the delivery and feedback infrastructure to pass information to and from the display locations. The network can take multiple forms, for example, it could be Internet, LAN, WAN or wireless.

**Players**: Players are typically PCs or special purpose media PCs used to store and deliver content to the display devices on the defined timetable.

**Display Devices**: These may be Plasma or LCD displays, projection onto a screen, interactive kiosks or CRT devices. There is no “one size fits all” with Digital Signage. Effectively assembling the components into a working Digital Signage network requires an audio/video and systems integrator who understands the available products and how to design and integrate them to meet your customer’s particular needs.
Digital Signage Vertical Markets

- **Education:** Campus bookstore merchandising specials, advertising/branding, visual paging system, campus emergency alerts, menu boards, in classrooms, IP video surveillance monitoring screen for campus police.

- **Hospitality and Independent Hotels:** conference/meeting information, directions/way finding/local weather, advertising/branding, visual paging system, emergency alerts, menu boards, IP Video surveillance monitoring screen for security areas, conference rooms

- **Corporations and Lobbies:** Visual paging system, emergency alters, corporate communications to all employees, conference/meeting rooms for video conferencing, cafeteria menu boards, merchandising specials and advertising

- **Shopping Malls:** Merchandising specials, advertising/branding, visual paging system, emergency alerts, directions/way finding/local weather, IP video surveillance monitoring screen for security areas, entertainment, kiosks, point-of-sale advertising

- **Retail Stores (Independent & Franchise):** Merchandising specials, advertising/branding, product demonstrations, training on sales floor, communications, visual paging systems, emergency alerts, kiosks, point-of-sale advertising

- **Hospitals and Clinics:** Visual paging systems, emergency alerts, corporate communications to all employees, directions/way finding, IP video surveillance monitoring screen, physician offices

- **Gyms and Spas:** merchandising specials, advertising/branding, upcoming classes, visual paging system, emergency alerts, locals weather/entertainment/news

- **Restaurants:** merchandising specials, advertising/branding, menu boards

- **Churches and Houses of Worship:** Information on sermons and hymns, visuals paging system/emergency alerts, education/funeral homes

- **Retail banks and Credit Unions:** Merchandising specials on low interest rates on loans or CD’s, visual paging system, news and weather
How Digital Signage Can Improve Business Results: Benefits and Advantages

The benefits realized with Digital Signage implementations include:

1. Increased sales
2. Increased customer satisfaction
3. Increased brand and product offering awareness
4. Greater impact through video and attention grabbing graphics and sound than static images
5. Ability to change messages fast, easily and less expensively in multiple locations in multiple time zones
6. Centralized management of content
7. Reduced time to deploy new products and promotions
8. Message delivered to point of purchase decision where two-thirds of purchase decisions are made
9. Ability to use the architecture for corporate communications, education and training
10. Improved efficiency
11. Multi-media, high tech branding
12. One-to-one marketing to captive, pre-qualified audience
13. Appeals to generation of technically astute buyers who want info now
14. Attract, engage, educate, and close sales
15. Potential residual revenue from advertising

Barriers and Pitfalls to a Successful Implementation
Here are some of the reasons for failure seen in the past and what you can do to make sure your project doesn’t step into these pitfalls.

1. **No clearly defined plan**

   Many projects fail because of the lack of proper planning. Establish clear, measurable goals with defined ROI expectations to put your client on the road to success. You can then design a system to collect results and evaluate performance while your project is underway. Building a project plan helps to ensure that all required partners and internal departments are coordinated effectively. **Make sure you have a project plan with goals, roles, budget, ROI expectations and success criteria clearly defined before you start.**

2. **Lack of commitment to content**

   Content is the single most important success factor. You must work with your clients to make the commitment to content before you begin. You can’t just replay existing commercials and expect results. You need content geared to the viewer’s attention span to attract interest, educate and sell. It must be refreshed
regularly as well as varied by day, time and location. Clients must make the commitment to CONTENT and suggest using CDS as the content developer and management system that delivers what your clients need.

3. Equipment that is not up to the demanding task

There’s a big difference between devices used at home or occasionally in a conference room and the day-in, day-out continuous use of systems for Digital Signage applications. A recent study found that 3 of 10 project failures were due to equipment or maintenance problems. Suggest partnering with CDS as professional systems integrators experienced in digital signage applications and that we understand the hardware and software options available and can design the right architecture for their specific application. CDS can also provide the service and maintenance programs they need to keep operating.

4. It can be difficult to make a “team” out of the various “players”

Digital Signage applications are complex. People inside your client’s company from marketing, sales, IT, merchandising, design, facilities, finance, and accounting, as well as content development, AV systems integration, and content management software partners from outside may all be required to bring the project to fruition. Make sure your client has a project manager who can integrate the various project team members as well as the technology.

5. Failure to understand the investment required and how it can be structured

Design and installation, bandwidth, display devices, computing network, and content costs can be significant. It’s important that your client understands alternatives such as wireless content distribution, as well as life cycle costs, ROI, lease financing and revenue producing options. Being able to properly structure the financial investment required is often as important as any single factor in being able to succeed, and the one that can limit a full scale deployment even if the beta results are significantly positive. You also inform the client of the need to make an investment in the ongoing management of your digital signage network. Selecting CDS as the systems integrator who knows how to design the system and structure the transaction to meet your client’s budget, available resources and desired results.
Digital signage is a network of customizable displays that can be controlled electronically using a computer, allowing content to be changed remotely for the most targeted messaging possible. Digital signage is used for a wide variety of purposes including customer facing and employee facing applications such as advertising, enhancing customer or employee experiences, influencing audience behavior, brand building, entertainment, security, interactive kiosks, creating corporate communities, etc.

Why digital signage?

- **Attention Grabbing** – Getting the attention of your audience is the most important part of any display. With “video-like” digital signage, viewers are not only more likely to notice your dynamic sign but research shows they are more likely to receive the message and act on it.

- **Focused** – Your content dynamically changes to deliver a focused message to your targeted audience at each point of playback (location).

- **Dynamic** – Digital signage can be interactive and dynamically changed to meet the demo graphics of your audience.

- **Cost-Effective** – Eliminating the need to print and distribute static signs each time your message or campaign changes saves on costly printing and distribution fees. Operation can be done in house or outsourced. No heavy logistics. No more hours lost reprinting outdated or erroneous materials.

- **Versatile** – From menu boards, to corporate lobbies, to airports - digital signage offers a versatile solution for you to communicate your message to your audience. Start with one digital sign and later expand to thousands.

- **Centralized** – Control hundreds or thousands of displays around the world from one central location, ensuring quality and consistency, while requiring minimal resources to operate your digital signage network.
Why Scala Digital Signage?

• **Proven** – With field proven scalability and 24/7 reliability and more than 85,000 players deployed world-wide driving hundreds of thousands of screens, Scala software has been proven in all kinds of environments. Scala is used to manage more screens than any other software provider.

• **Cutting-Edge Architecture** – Features including easy upgradeability, broad compatibility, secure database backend, proof of playback reporting, and simplified content delivery – give Scala flexibility, security and ease of use while allowing customization and integration with external devices and/or databases.

• **Fully Customizable/Extensible** – Scala’s script-based infrastructure makes it easy to adapt and connect any / Scala network to any other system without programming. Dynamically control any item within a playlist to react independently to local conditions at each playback location.

• **Complete** – Scala offers built-in rapid authoring, web-based content management, data driven templates, supports both interactive (e.g.: touch screens) and non-interactive displays, and both terrestrial and satellite communications, so you can leverage Scala for a diversity of applications.

• **Easy to Manage** – With state-of-the-art web accessible content management, planning and scheduling tools included in Scala, management and control of your network is simplified - minimizing the resources required to control and maintain your network.

• **Scalable** – Over 85,000 Scala players throughout the world are driving hundreds of thousands of screens in networks ranging from one display to thousands of displays, all with the same software platform and the same rich functionality. Talk about scalability!
CDS Office Technologies is pleased to propose the Scala digital signage software solution to create, manage, and distribute electronic content to networks of digital displays that are centrally managed and addressable for targeted information.

The below list provides an overview of the components included in this proposal:

**Designer:**

Scala Designer is the fastest, most cost-effective solution for creating truly dynamic content for digital signage. You can author professional media in an attention-grabbing environment for virtually any type of display by incorporating your existing media files into a Scala Script. Designed for any type of business that faces the public, Scala gives you more creative control of your content with flexibility and real-time edits not offered by a basic video production system.

**Content Manager:**

Managing your digital signage content can be challenging, but with the state-of-the-art content management, planning and scheduling tools included in Scala Content Manager, management and control of your network is both improved and simplified - reducing the resources required to control and maintain your network. Template support, plan-based content distribution, timetables, and playlists - keep you in control of your network from wherever you are located, from any Internet-connected computer.

**Player:**

Scala Player provides stable, reliable multimedia playback for virtually any environment including healthcare, service organizations, retail, government, finance, and education. Users can create content using Designer or other industry-standard applications, and distribute it to Scala Players using Content Manager (and Broadcast Server for satellite/multicast). The Player will continuously run and update the content on dynamic signage displays according to the plan set in place from the Content Manager. Plasmas, TV’s, kiosks, text, graphics, sound, and video can be dynamically scheduled and customized at each Player location.

**Screen:**

Enjoy feature-rich affordability with the 32" NEC E321, a value-driven, large-screen LCD display that delivers professional screen performance. Boasting an impressive 1366 x 768 HD resolution, built-in analog/digital tuner and a broad range of inputs and display controls, this display delivers stunning visual impact for environments such as office lobbies, waiting rooms and boardrooms. (Dimensions: W 31" H 20" D 4")