

# Digital Signage: Who Creates The Content?

*Digital signage has quickly become a part of our daily lives.*

It has reached a market penetration standpoint where sometimes we don't even realize that we're interacting with it anymore. Take fast food restaurant menus for example. Previously the same menu would be on display 24 hours a day and would provide all prices and menu options. Now, though digital signage, there can be separate breakfast menus, lunch menus, and even a late night menu that go beyond menu item and price to show enticing images of the food to encourage the patrons to try the latest sandwich or other new items.

The restaurants employ teams of people that work for the company specifically to provide analytical information about how people interact with the images and the ordering behavior of the patrons. This allows the restaurant to determine when they should put new item combinations together, what items should be more prominently displayed to increase awareness for ordering, and even customize the menu based on the habits that region of customers displays. This same logic applies to any location where digital signage is being used to encourage purchasing.

Other applications where we see digital signage in our daily lives is more information based. Think about a hotel or business lobby. It's becoming much more commonplace to enter into these establishments and see news, weather, or other information about the establishment prominently displayed on a large format touch panel screen. This way of handling and displaying information allows customers to quickly see the basic information and take control of it themselves. We live in an era where most people have a touch screen in their pocket. Interacting with content imagery has reached such a high comfort level for people that one could even make the argument that there's more comfort interacting with a screen rather than a person.

From the perspective of a business, when you are looking to provide a new marketing campaign that utilizes the latest tactics and strategies you consult a marketing team. That team then utilizes their understanding of psychology, sales, graphic design, and advertising to create a message and brand

around your company to draw people to want to purchase from you, work with you, or entice them to take action and find out more information.

From the perspective of the Audio/Visual integrators of the world, we see an opportunity to provide you with the hardware to perform this function. The Audio/Visual industry, just like your IT professionals, marketing team, and sales force, is a specialized skill set. The members of the A/V community have an understanding of what equipment is available, and through a process of asking the right questions can discover exactly how you intend to use the equipment to ensure that they provide you the best solution possible.



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Digital signage is a unique application in the modern work place because it crosses through so many different disciplines that all need to find a way to work together. The marketing department does research to determine what kind of images or interactive content they want to show. Once a plan is in place to implement a digital signage

solution, the very next step that should be taken is to reach out to an A/V integrator or consultant. The reason this is step two is because these are the people that should be most up to date with how the technology works in this day and age. Now, the marketing division will have someone to discuss their plan for customer interaction, determine whether or not it is even possible to achieve the goals that they have in their minds based on how the tech-



nology functions, and where they have to change their ideas. Additionally, the A/V integrator or consultant can assist in explaining how the technology installation can be deployed. As digital signage systems have very expansive abilities when paired with network connections, this point is when the IT department can be involved to make certain that the system implemented can be incorporated into the current network infrastructure.

Digital signage might seem like a simple piece of the puzzle to add to your existing business practices, but it will only be so with proper partnership across multiple disciplines. With each digital signage system there must be original content developed that caters to your customer base and encourages some form of interaction. No one knows how your business operates or what the company message needs to be better than your marketing department.

But that same department does not necessarily have the full understanding of what modern technology can provide them. They need to be aware of how the content is going to be displayed in terms of indoor vs. outdoor, resolution sizes, single screen display vs. multi-screen video wall installation, and interactive vs. static advertisements.

Use your marketing department to your advantage, but make certain that you bring in the audio/visual contractor or consultant before final decisions are made.

With their consultation your digital signage system deployment will be much more seamless, effective, and could even provide you with more possibilities than the marketing team originally considered.

We all rely heavily on technology in this day and age. Make technology work for you when you expand into the digital signage realm – call an audio/visual professional.

