

# DIGITAL SIGNAGE'S ROLE TO PLAY IN THE NEW NORMAL

Relevant, real-time information has never been as important as it has the last few months. In an era of orders to stay at home and social distancing, information has become critical. Now, as the world adjusts to a new normal, digital signage will become a powerful tool for organizations to utilize not only to inform and keep people safe, but also for a multitude of other applications.



## WAIT TIMES

In healthcare, transportation, groceries and more, queues and wait times can be more effectively managed and controlled.

## EMERGENCY MESSAGING

Digital signage can help share critical real-time information and health updates. For example, digital billboards can highlight important information/orders.

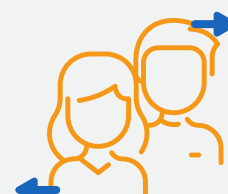


## GENERAL INFORMATION AND ADVERTISING

Digital screens can be used to show important health tips, procedures and processes, informational resources, and much more.

## CROWD CONTROL

Digital signage can assist with tracking people entering and leaving stores or facilities, particularly in conjunction with IoT sensors and integrations.

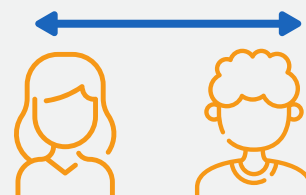


## VIRTUAL 'RECEPTIONIST'

Screens can help monitor who is coming in and out of buildings or offices without the need for a person at a reception desk, enabling people to reach who they need to through a simple screen interface.

## ROOM SIGNAGE

Signage can indicate who is in a room or the number of people, promoting distancing efforts and organization.



## TRAFFIC/ACCESS CONTROL

Digital signage can play a role in the monitoring of specific, high-traffic areas and controlling who has access.

## ENTERTAINMENT

Engage people while they wait in line at facilities and stores while also providing key information, such as specials, news, inventory levels, etc.



Learn more about digital signage's role in the new normal – and how Omnivex is primed to help you take advantage.