

The background is a photograph of a city street corner at night. A large digital billboard is mounted on the corner of a building. The billboard is blue and features the number '10' in large white font, followed by the text 'ESSENTIAL CONSIDERATIONS WHEN IMPLEMENTING' in white. To the right, the words 'DIGITAL SIGNAGE' are written in large white letters. The billboard is part of a larger structure that also displays 'MORE OPEN' on its side. A traffic light is visible in the foreground, and a car is blurred in motion in the lower right. The overall scene is illuminated by city lights, creating a vibrant, urban atmosphere.

10

ESSENTIAL  
CONSIDERATIONS  
WHEN IMPLEMENTING

DIGITAL  
SIGNAGE

MORE OPEN  
MORE OPEN  
MORE OPEN

# TEN ESSENTIAL CONSIDERATIONS WHEN IMPLEMENTING DIGITAL SIGNAGE

*What you should think about for a  
successful digital signage roll-out*

 **Omnivex®**



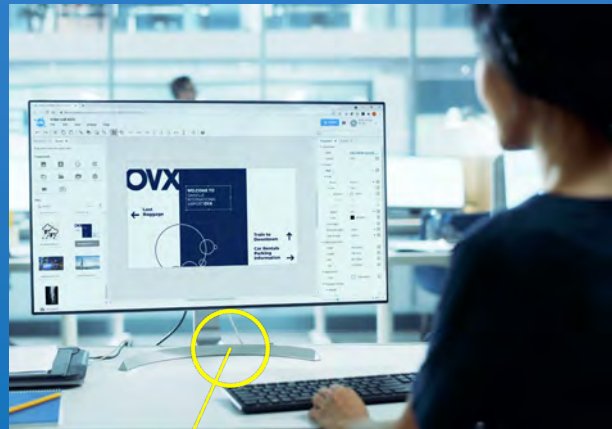
# ONE PLATFORM, ENDLESS APPLICATIONS.

*There are many moving parts in a successful digital signage implementation. What do you need to think about?*

So you've decided your organization needs digital signage. Now what? Where do you start? How do you start?

From developing a content strategy to mounting the screens in location, there's really a lot to think about when it comes to rolling out a digital signage strategy.

Taking a vision and turning it into reality can be a daunting task, so we've assembled a list of the 10 Essential Considerations When Implementing Digital Signage.



**From concept to screen**

*How do you turn your digital signage ideas into a reality?*





While many organizations usually have high level expectations of their digital signage, they may not have a solid content strategy in place. To create effective content, it is important to think about who, what, where, when, and why. Who is the audience for the content? What type of content will they be interested in seeing? Where will the content be viewed (mobile, digital sign, video-wall, kiosk, etc)? When

will this content be viewed (while on the move, sitting, etc.)? Why is the content being viewed (emergency notifications, scheduling, wait-times, news, etc.)?

Developing a successful digital signage strategy requires collaboration to determine not only the visual content but, the best message, method, and location to promote a product or service.

### **Content is King**

Content is crucial to a successful digital signage roll-out. A good digital signage platform enables you to collect data from practically any source, so every part of your organization can contribute.

# **CONTENT STRATEGY**



# MESSAGING

Ambiguity leads to confusion. Your message should be clear and easy to understand. It should be crafted for a specific audience or potentially personalized for an individual. Cool, vivid, stylish, or even flashy – these characteristics aren't good enough by themselves. Their only worth is their ability to clearly convey your message to the people who need it. Who is your audience? What message do you want to communicate? In retail, you can focus on products or promotions with the highest margins or ones that have performed the best. In other

locations, such as airports, schools or hospitals, where digital signage shares information like schedules or wayfinding, consider the user perspective and how your content can help or guide them. When you think about how the viewer will intake the information, you are more likely to promote a positive emotional experience, which is essential for the desired response.

## Make your message stand out

Digital signage is everywhere. Your message needs to stand out from the crowd to get your point across.







**Software should  
make things easier**

The right software allows you to collect, distribute, and present your information easily. It should also be able to scale with you as your digital signage network grows.

# SOFTWARE PLATFORM

To be agile, your organization should choose a software platform that enables you to display information on any digital display, mobile phone, desktop PC - any screen, anywhere, any time. You need a platform that allows for easy user management, creates intelligent playlists, and enables you to manage your network remotely.

Additionally, ensure your digital signage software platform easily integrates with a variety of information sources and IOT devices. For example, social media, news and weather feeds, back-end systems (ERP, POS, CRM, calendars, etc), cameras, and sensors.



# TIMING

Timing is fundamental to the digestion of content. Consider the average attention span, which may be as little as eight seconds, and adjust content accordingly. Account for dwell time, which relates to the traffic flow of your audience.

Roadside digital signage content should be short enough for passing vehicles to ascertain the intended message, while captive audience dwell time (think airport security lines) can be longer.

## **What's the anticipated view time?**

*View time can vary based on many factors. A family traveling and looking for flight information will have a much longer view time than an office worker rushing to a meeting.*





# DESIGN STRATEGY

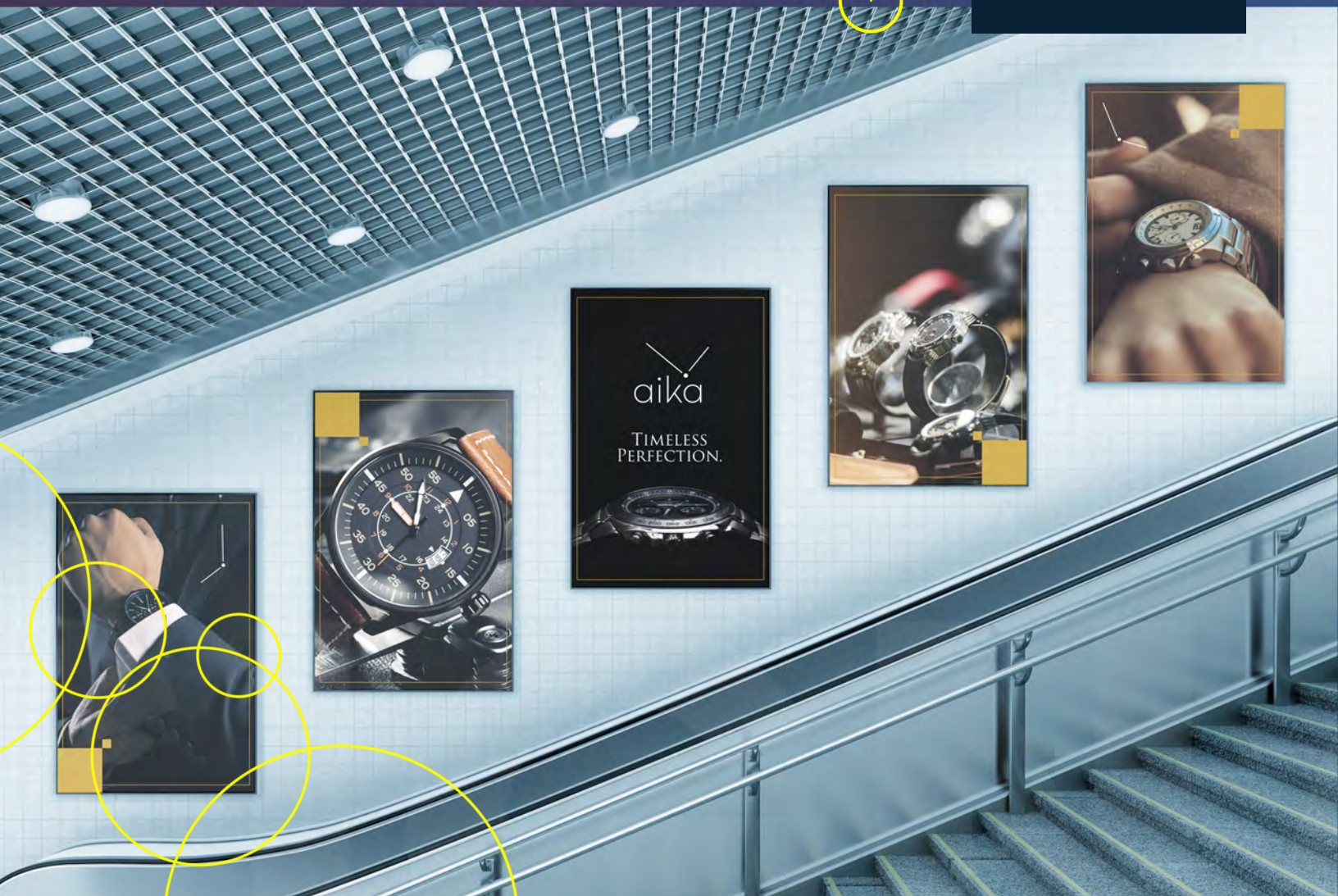
You've created your content strategy, but how will that content look on screen? There's a lot to think about – the message, branding, view times, how far away are viewers, where are the viewers, what are they doing when they see this sign?

Good design is more than just impressive visuals. Good

design provides a solution to a problem. What's the best way to deliver your message? Is it video? Illustrations? Developing a design strategy around your content is essential – who will design it, how will it look, what format best fits the content and situation.

## What makes a good design?

*In a visual medium like digital signage, appearance on screen is vital. Professional design helps ensure your content is seen and your message is delivered.*





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END OF SUMMER SALE

35%  
OFF



SHOP ONLINE  
NOW!

**Don't overlook  
your CTA**

CTAs are a great way to engage your audience. Whether you provide a QR code to scan or instructions to visit a website, a good CTA will give your digital signage a leg up.

A NIGHT OF  
*Magic*

Playing nightly October 1st thru October 31st  
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SCAN ME

# CALL TO ACTION

A call to action (CTA) is not just for marketing campaigns. CTAs are a dynamic means to get the most out of digital signage, providing a direction for viewers to take. A missing, weak, or irrelevant CTA translates to dead space.

While QR codes have been around for close to 30 years, in the last few

years they have gained significant traction. They are a great way to integrate a CTA into your digital signage. A quick scan of a QR code can give a viewer access to supplementary information, direction, forms, queue status, digital menus, and much more.



# OMNICHANNEL

Make digital signage part of an omnichannel experience for your customers, employees, and visitors. Create a seamless experience from mobile to web to digital signage. Elevate your brand and your business with clear

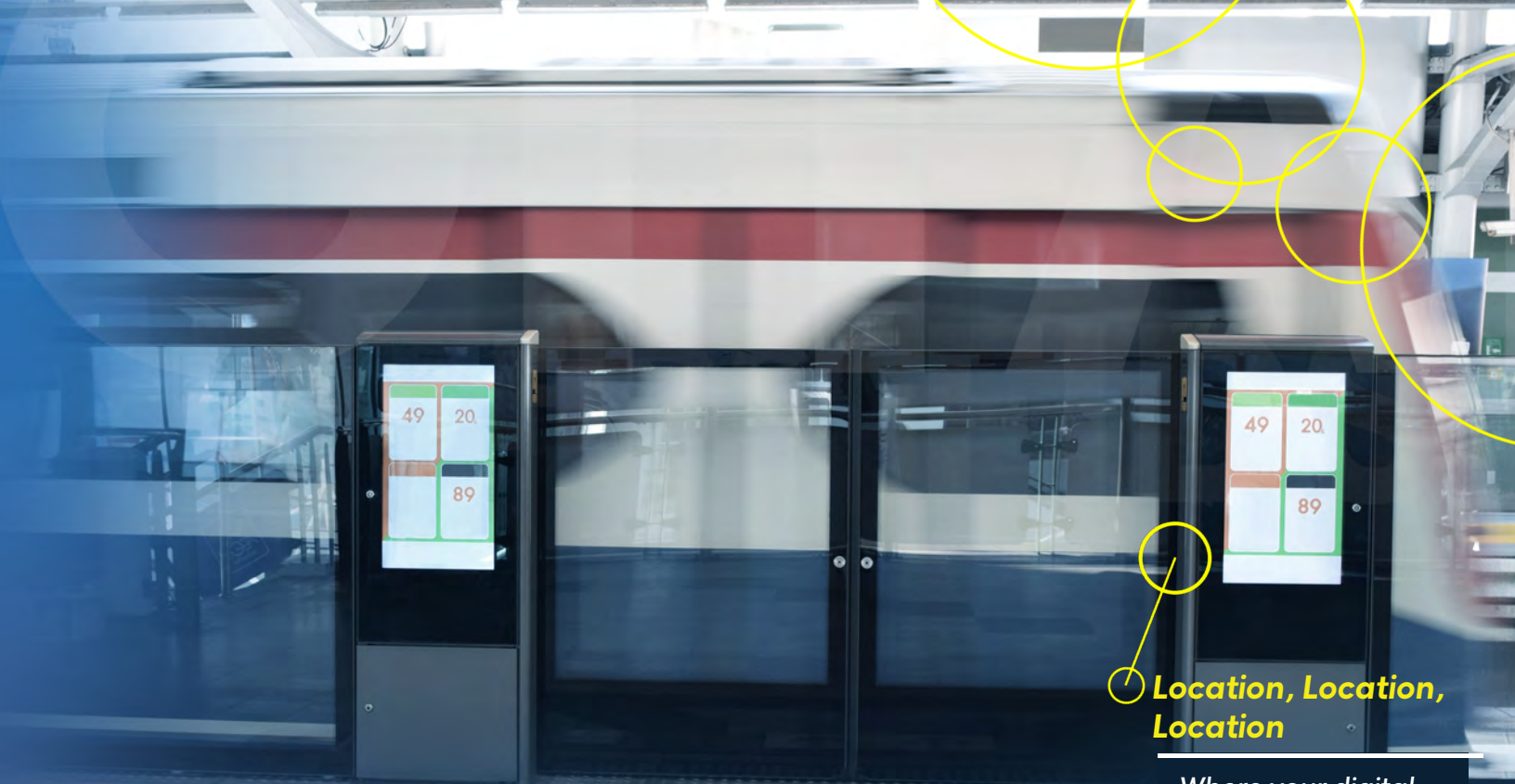
messaging and compelling content. Integrate user-generated content, such as social media, to promote deeper connections and foster engagement.

## **An interconnected approach**

*The right information to the right screen, at the right time. Integrate your social media accounts into your digital signage to enable engagement, and present content on any screen.*







**Location, Location, Location**

*Where your digital signs will be located affects the hardware selected, installation, and connectivity. Ask a professional for help with installation to ensure your roll-out is a success.*

# PHYSICAL LOCATION

In a perfect world you would just hang a digital screen and be ready to start sharing content. However, there are several considerations beyond the screen. These include the number, type and size of screens, mounting requirements, cabling and internet, lighting conditions, and more. In newer

buildings and locations, the physical requirements are often easier to deal with than older buildings where retrofitting might be required.







## Cloud or on-premise?

There are many benefits to a cloud solution, but on-premise solutions are still going strong. Select a platform that allows you to do either, or a mixture of both.

# TECHNOLOGY

As important as it is to select the right software, there are several important technical considerations when deploying a digital signage network. Probably the most important is whether to go with a cloud or an on-premise solution. There are advantages and disadvantages for both. When deciding what makes sense for your organization consider data security, scalability, internet connectivity, IT support, maintenance, cost, and compliance/regulatory requirements.

Next consider screens. Traditional digital screens require separate players. Make sure you have the space for both the screen and player. System-on-chip (SoC) screens have a player embedded in the display which can make them more cost effective if they meet your needs. Generally, external media players are more powerful and will work better for HD/4K video or memory heavy content; however, SoC screens have advantages in terms of monitoring and control.

Consider - Where will the screens be used? How will they be used? Are touch screens required? Are you creating a video wall or looking at large for LED screens?

Identify the data (social media, news, weather, calendar info, KPIs, etc.) you want to incorporate on your screens and evaluate how it will be integrated. Does the software provide APIs to connect with these data sources?



# PEOPLE

## **Who's going to be involved?**

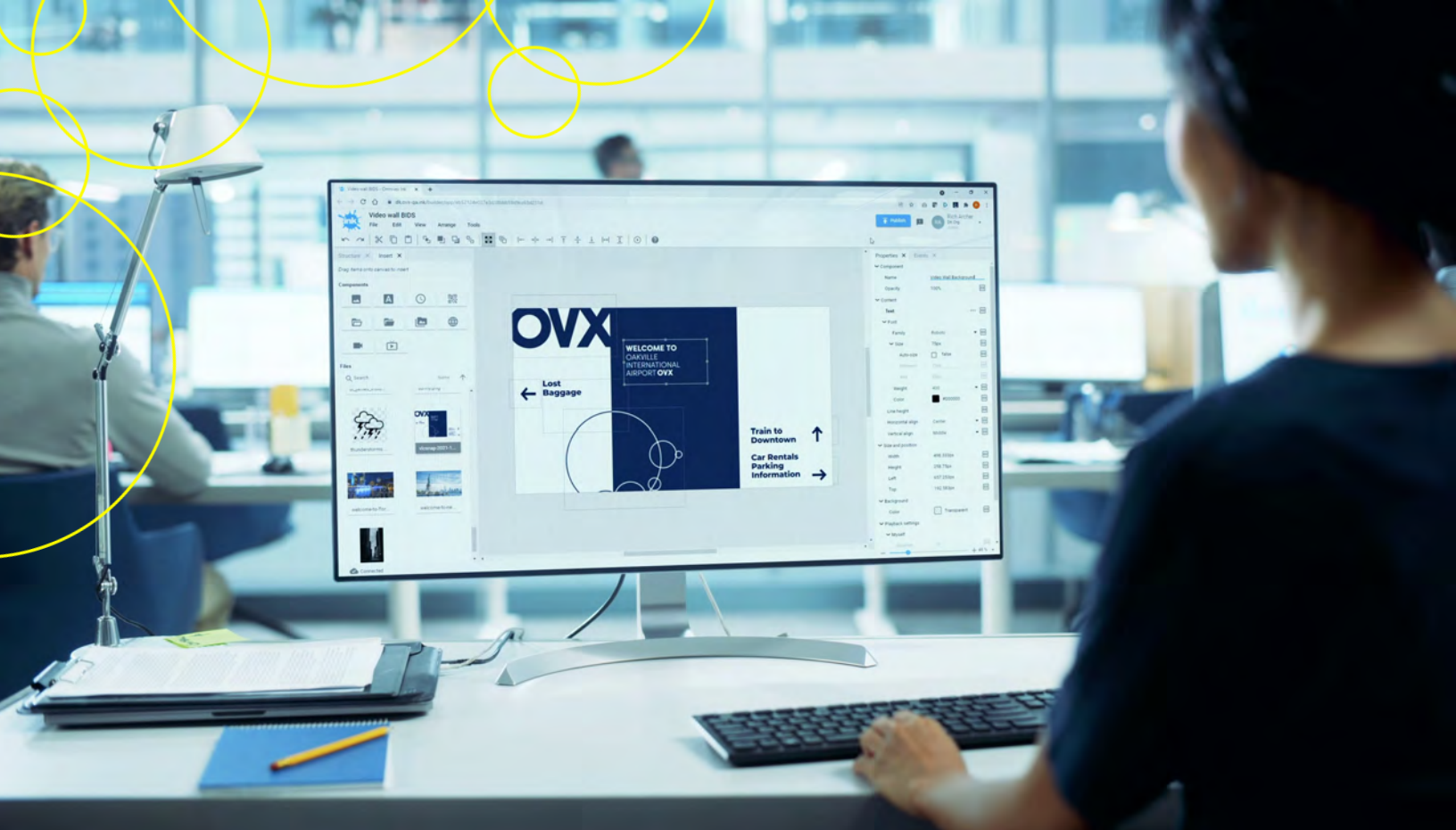
*And what will their involvement be? Who's responsible for creating content? Approving content? Keeping your digital signs updated with fresh content requires some human resources.*

Digital signage networks have a lot of moving parts. Think about who will be responsible for the day-to-day management of your digital signage network and the overall creative design of your screens. Some additional teams may be needed during the first phase of the roll-out, including IT, facilities, and maintenance. Great digital signage relies on

content. Consider who will contribute content, how they will contribute, and guidelines for content submission. Utilize your brand guidelines to ensure a consistent look and feel to all content created by individuals throughout your organization.







**YOUR DIGITAL SIGNS**  
+ **OMNIVEX**

**BETTER  
RESULTS.**

**10  
ESSENTIAL  
CONSIDERATIONS  
FOR DIGITAL SIGNAGE**



*Empower your organization to make relevant,  
real-time information accessible on any screen.*

Digital communications help improve productivity, decrease costs, and enhance customer experience. Free up time, labor, and financial resources so that you can focus on your core mission.

Learn how to improve your digital communications and build solutions that drive action and results.

Contact Omnivex today to learn more about how digital signage can help your business.

# ONE PLATFORM, ENDLESS APPLICATIONS.

*For more information, or to arrange a  
demo, please contact us:*

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[www.omnivex.com](http://www.omnivex.com)

