

Digital Signage

A Quick Introduction to Those Who Are New to Digital Signage

What is Digital Signage?

Digital signage refers to the use of modern display panels, digital content and Internet technology to deploy a network of rich-media signs to replace traditional print signs. Digital signage is a new generation screen-based media network created to deliver dynamic advertising and communications at various out-of-home locations.

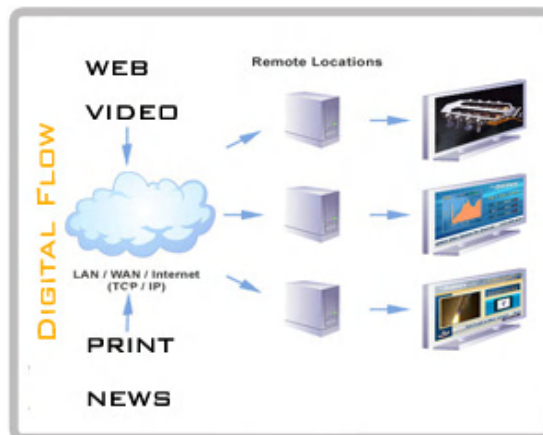
Today's widely available broadband infrastructure and increasing affordability of display panels are spurring a fast adoption of this new generation digital media network. Digital signage can be deployed at almost any locations where people gather, shop, entertain, walk by and wait. Unlike traditional print posters and static billboards, digital signage delivers dynamic and rich-media content using new generation media and network technology. Research shows that people are 5 to 10 times more likely to pay attention to dynamic rich-media content in contrast to the traditional static signs.

Unlike standalone video or PowerPoint-based display panels, digital signage can deliver up-to-date content and real-time messages remotely through the Internet. With digital signage, content update consistency and efficiency are greatly improved while the content distribution cost and time are significantly reduced.



How Digital Signage Works?

A typical digital signage network is comprised of a centrally located management server and many networked display panels installed at various locations. A local media player, which is usually installed at or near the display panels, receives contents from the central management server and plays the contents locally for one or several display panels. For example, a large retail store chain can deploy a digital signage network for in-store advertising and customer communications. One or many displays and media players can be installed at each store. The management server can be hosted centrally. The marketing department can centrally deliver weekly or even daily sales and other messages to some or all of its stores in real-time or based on predefined schedules. Below is a digital signage network diagram with Digital Flow technology.



Digital Flow is the ultimate digital signage solution to deliver dynamic advertising and real-time messaging

Our society is in a new digital age, in order to promote your business, you need to attract and maintain relationships with your customers. Digital Flow allows you to build your own content channel to deliver dynamic advertising and communications over the Internet to a network of LCD or plasma display panels.

Simple, Effective and Powerful

Research shows people are 5 to 10 times more likely to view dynamic ads versus static ads. Unlike printed posters and DVD displays, Digital Flow is dynamic and can be updated remotely in real-time. Multiple ads, real-time messages and news can be shown in a given time period to maximize effectiveness. Content can be scheduled based on time and events. Content update is easier, quicker and more cost-effective. Digital Flow will not only grab people's attention, but also leave them with a long lasting impression of your business.



What Can Digital Flow Do For You?

- DEPLOY one or a network of dynamic eye-catching rich-media displays.
- MANAGE all displays from a Web browser.
- PUBLISH digital ads and messages to target audiences in real-time.
- SCHEDULE digital ads and messages for specific events.
- PROMOTE products and services and increase customer awareness.
- MAINTAIN relationships with your customers.
- IMPROVE your business image and branding with new technology.

Digital Flow is designed to meet the growing market needs for a new generation dynamic advertising and messaging solution. Digital Flow can be deployed and used at almost any locations including **retail stores, showrooms, tradeshow, restaurants, banks, ticket offices, office buildings, schools, doctor's offices** and more. Whether you start with a single display or a network of many displays, we have a solution for you.

For more information, please visit www.digitalflow.ca



Catching the Community Digital Signage Network Train *A New Generation Digital Advertising Network for the Local Communities*

Image Is the Only Thing

As this old lament said, “In business, image isn’t everything; it’s the only thing,” this is not only true for a multi-billion dollar corporation, but it is essential for a community-based small business as well. In order to survive and win in today’s fast-pace competitive market, having a good product or service is not good enough. They need to promote their business, build the right image, communicate the right messages, and maintain relationships with their customers. They need to extend the messages to follow their customers wherever they go.

Today’s Advertising Tools

As our society and technology have been evolving, various advertising tools, from newspaper and television in the old days to Web and online advertising in the Internet age, have emerged and helped small businesses promote their image and communicate their messages. Those media tools including television and online advertising, while great for reaching people at home and office, all have a common shortcoming – they fail to reach people when they are out of home and office.

While billboards, printed posters, and DVD based video displays at public or private locations were all created to reach people at out of home locations, they usually take a long and costly cycle to produce, distribute and update. More importantly, in today’s fast-pace market, these traditional tools greatly handicap the businesses that have the needs to target specific audiences with timely, up-to-date and relevant contents.

Digital Signage

Digital signage refers to the use of modern display panels, digital content and Internet technology to deploy a network of rich-media signs to replace traditional print signs. A digital signage network can be deployed to deliver dynamic advertising and communications to target audiences at out of home locations where people shop, gather and entertain. Rich-media contents including videos, animations, images and text messages can be scheduled or published in real-time to any specific locations or all locations in a community.

With a digital signage network, content distribution consistency and efficiency are greatly improved while time and cost involving the distribution are significantly reduced. Furthermore, research shows that people are 5 to 10 times more likely to pay attention to the dynamic rich-media contents in contrast to the traditional static signs. Taking full advantages of today’s widely available broadband Internet infrastructure and a broad range of display panels, digital signage will be able to establish itself as a next generation digital media network in the Internet age.

