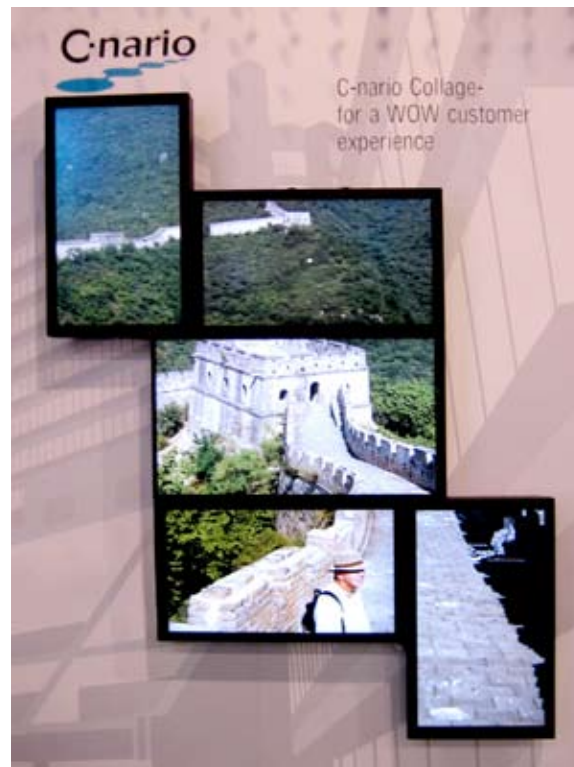# WHITE PAPER

Harnessing affordable technology to create a unique "ooh" customer experience

An eye-catching digital signage display can be an effective way to capture customers' attention, but often deployers think digital signage will be too expensive or too complex to manage. In reality, with the right tools digital signage can be both affordable and simple.

Developed and published by:

DigitalSignageToday
.com

Sponsored by:

C·nario

DigitalSignageToday
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Digital signage on display can be a wonder. A large, high-definition (HD) screen with lovely animations and graphics can make an overly playful child or an overwhelmed parent stop and stare in awe at the exhibit in front of him.

As a potential buyer of digital signage, you would like to see that sight in your store — a potential buyer fawning over your displays of merchandise.

However, too often, potential deployers think deploying digital signage is too costly a proposition — not to mention the learning curve that must accompany the technology involved.

Not so fast. It's possible to implement a digital signage system in a place of business and high traffic venues with minimal cost, yet with a high-impact and engaging experience.

Creating a unique customer experience can be affordable

Putting high budgets into a digital signage system is not necessary to get a high-quality experience. Signage is available that costs significantly less than what might be expected, while still maintaining the high level of quality that is needed to provide a distinctive customer experience.

Some of the qualities to look for in high-quality digital signage include multi-display arrangements, synchronized playback and real-time content composition.

Multi-display arrangements. "In order to grab people's attention, it's important to raise the digital signage bar by including multiple display arrangements, which allow for unique collages, large-scale video walls and seamless projection," said Yael Elstein, vice president of marketing for C-nario, a provider of digital signage software-based platforms with more than 15,000 players installed worldwide.

Synchronized playback. Supporting true high-definition and synchronized playback with multi-display, multi-zone, multi-source and multi-channel is a must for any digital signage display. After all, the best screens won't matter if the content doesn't display attractively. C-nario is able to provide a high-quality image, without losing the native pixel resolution of the screen, which is especially important when playing content over large mega-pixel display arrangements.

"We can run any creative idea and put it on the screen without leaving

A multi-screen display can grab people's attention, but it doesn't have to break the bank.

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any pixel behind," said Eyal Rom, president of C-nario USA. "It does not matter if it comes from different sources; we know how to present it in a high-resolution and professional way."

Real-time content composition. To keep content fresh, it's important to be able to display content and dynamic feeds from multiple sources, in real time, on a predesigned graphic template. C-nario offers a flexible solution that can render content in real time, while reducing costs and the need to outsource content to external studios, Elstein says.

Since C-nario's solutions enable remote monitoring, deployers are able to maintain full control and monitoring over the content scheduling, management and delivery. Everything can be networked and connected to a central control center, so all changes or updates can be done remotely, without a service call. This means content can be changed quickly and easily.

High-end technology is not complicated

The benefits of high-quality digital signage are many, but some are reluctant to use it, fearing it will be too complicated to maintain and use. However, that's not necessarily true. While there is a learning curve, it's nothing that can't be overcome quickly. In fact, most quality digital signage systems are designed to be user-friendly for the buyers and their customers.

Some easy-to-use features for buyers and their customers include content-creation tools as well as an open platform that can easily integrate with external sources and technologies.

Content-creation tools. Content must be relevant, engaging and appealing to the target audience, Elstein says. C-nario offers content-creation tools within its software — allowing the creation of movement, filters and effects on the content. This allows for the creation of high-impact content without the need for post-production studios. It can include real-time information displayed in various formats such as tickers, graphs, charts and other catchy visuals.

> **Most quality digital signage systems are designed to be user-friendly for the buyers and their customers.**

Open platform. An open platform can easily integrate with any external systems and other sources, including dynamic feeds and interactive sources, Elstein says. So for retailers, for example, C-nario offers interactivity using SMS, gestures and integration with its enterprise resource planning systems (e.g., for promoting overstocked items according to predefined business rules).

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Interactivity. Many digital signage systems deploy touchscreens or other interactive methods as a way to engage the customer directly with the display. It's one of the best ways for customers to remain immersed in the signage display, Elstein says.

In addition to these easy-to-use features, it's important to note that a quality digital signage system will have the ability to adapt to an existing business process. This will cut down on the time it takes to get up and running, and the time it takes to change content.

Digital signage as a piece of art

Philadelphia's Comcast Center stands 975 feet tall in the Philly skyline. The attractive glass skyscraper is the tallest building in the city. But the real beauty, arguably, shows up once you enter the building.

The Comcast Center deploys approximately 110 digital screens, with one in each of its 50 lobbies and 28 passenger elevators, among other places. This comprehensive digital signage system, implemented by C-nario, creates a one-of-a-kind experience for the center's employees and visitors, says Charles Cerino, vice president of Comcast Center Technology.

"C-nario provides Comcast with more than 100 high-impct video displays that enable us to communicate our corporate messaging to our visotrs and employees in a variety of locations in Comcast Center," said Cerino. "Whether it's information about how Comcast is giving back to the community, what's for lunch in Ralph's Café or the train schedule, C-nario's technology delivers content synchronized through multiple sources and keeps the people inside the Comcast Center informed."

Patrons of the Comcast Center are greeted in each lobby with a 42-inch plasma sign. Cerino says the signs are mainly used for informing employees about events within the building, but video can also be placed on the signs almost instantaneously. He said he has received lots of positive feedback because the screens are far more reliable at helping employees remember things than the sheets of paper on their desks.

"They are engaged daily with all the screens, and it helps them remember where they need to be," Cerino said.

Philadelphia's Comcast Center deploys digital signage throughout its building, including the elevators.

The small screens located on all passenger elevators also keep employees and visitors informed with up-to-the-minute weather, headline news and sports, as well as stock quotes. And in the afternoon, Cerino said he can schedule traffic information and train schedules to be included on the screens.

Cerino says the best thing about the digital signage system is its simplicity and flexibility. He says it's easy to schedule entertainment on the screen one minute and use it for messaging the next, before returning to the entertainment.

"You can keep employees informed or turn [the signage] into a piece of art," Cerino said. "We try to do a mix of both."

And, it's just one example of a high-end, affordable digital signage system that could cause employees or customers to stop and say "ooh" the minute they lay their eyes on it.

About the sponsor: C-nario is setting the standard in digital signage software through innovative end-to-end products and solutions, with more than 50,000 screens around the world. Many companies rely on C-nario for their digital signage solutions, whether for the retail industry, finance, media, entertainment or out-of-home advertising. C-nario provides a complete digital signage display, distribution and management platform for digital signage networks at any shape, size and resolution at pixel-perfect quality. For more information, visit www.C-nario.com.