Digital Signage 101

Digital signage is a form of electronic display that shows television programming, menus, information, advertising and other messages. Digital signs (such as LCD, LED, plasma displays, or projected images) can be found in public and private environments, such as retail stores, hotels, restaurants and corporate buildings.

Digital signage is used for many different purposes and there is no definitive list. However, below are some of the most common applications of digital signage:

Public Information
News, weather and local (location specific) information, such as fire exits and traveler information

Internal Information
Corporate messages, health & safety, news, etc.

Menus
Pricing, photos, ingredients and other food information including nutritional facts

Advertising
Either related to the location of the signage or just using the audience reach of the screens for general advertising

Influencing Customer Behavior
Directing customers to different areas, increasing the dwell time on the store premises

Enhancing Customer Experience
Applications include the reduction of perceived wait time in restaurant waiting areas, bank queues, etc., as well as recipe demonstrations in food stores

Enhancing the Environment
With interactive screens (in the floor for example)

Adaptive
IP SERVICES

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(888) 382-7685

User-friendly Features

Adaptive provides feature-rich digital signage platforms that offer complete flexibility and control over the displays, content and functionality of their playlists.

- Streaming TV
- Custom Designs and Installation
- Unicast and Multicast Solutions
- Remote Monitoring and Alerting
- Drag-and-Drop Content Updates
- Customized Content Solutions

Content

API Calls
Content Creation Tool
Content Store Apps
25+ Supported Media Types

Customer Portal

Easy-to-Use Web Interface
Content Scheduling
Custom Layouts
Emergency Alerts

Advanced Features

GPS Content Control
Video Wall and Multi Screen
Analytics and Reporting
Network Monitoring
Content Audit Trail

Markets Served

Retail

Restaurant

Financial

Corporate

High Traffic Zone

Government

Supermarkets

Hospitality

Education

Gas Stations

Transportation

Services

1 Software as a Service (SaaS)
We do it all. Our equipment, our data centers.

2 Hosting Solutions (starting at $68/mo)
Your equipment, our data centers.

3 On-Premises Solutions
Your equipment and data centers, our expertise.

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Digital Signage Hardware

View Media 40

This small unit is not only solid, but takes up minimal amount of space. This 4" x 4" x 2" media player contains a powerful Intel Celeron Processor which allows for 24/7 digital signage operation. The player's small and lightweight form factor is not only robust, but also offers low power consumption.

View Media 50

View Media 50 digital signage player is a cost effective media player platform which offers high computing performance and graphic performance, great flexibility and tolerance that support all standard media formats, and is compatible with various multiple OS.

View Media 100

View Media 100 digital signage player is a commercial grade media player platform which offers high computing performance and graphic performance, great flexibility and tolerance that support all standard media formats, and is compatible with various multiple OS.

	View Media 40	View Media 50	View Media 100
Max Resolution	1280 x 720	1920 x 1080	1920 x 1080
Max Video Zones	2	3	4
Supports Broadcast TV?	No	No	Yes

Digital Signage Streaming Service

Digital streaming service brings popular up-to-the-minute news and entertainment options to your digital sign space.

Channels include:

Animal Planet
Bloomberg TV
CBS News
Cnet
C-Span
RT TV
Sky News
Universal NASA TV
UStream Live Event

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