



# HOW TO GET STARTED IN DIGITAL SIGNAGE

What you can do with  
today's technology, and  
how to plan and implement  
your own signage network

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## CONSIDERING THE POSSIBILITIES

# WHAT CAN YOU DO WITH DIGITAL COMMUNICATIONS?

Signs sure aren't what they used to be.

People have been creating signs since back in the days when our prehistoric ancestors shared information on cave walls. And for many, many generations, this kind of information sharing didn't change all that much. Sure, we developed written language, new writing and art tools, more sophisticated styles, more complicated things to talk about. But like that writing on the caveman's wall, the messages on signs throughout most of human history have been permanent, fixed, static. And that suited everyone just fine, for the most part.

What's possible today through digital signage is so vastly different, so incredibly useful, so much more powerful—to call it “signage” is really rather misleading. It's kind of like calling that device in your pocket or purse a “phone.” Placing a telephone call is about the last thing many people do with their smartphones. Just as your smartphone is much, much more than a phone, digital signage is a giant technological leap past what we used to think of as “signage.”



To get a sense of the size of that technological leap, let's focus for a bit on the amazing things digital signage can do. The possibilities are practically endless, and vary depending on what business you're in.

## Restaurants

The use of digital menu boards has taken off, particularly at quick-service restaurants and such places as movie theaters. They're just so much more than lists of what's available to eat and how much it costs. They're not just



informative but persuasive, encouraging buyers to order more, or order the items that are most profitable for you, the restaurateur. And they're infinitely flexible.

For starters, digital menu boards often display mouthwatering photography. Even video. Think about it—isn't that glass of cola more enticing if it's fizzy on top? Aren't you more likely to be tempted by that sundae if the video shows chocolate syrup drizzling over it and a cherry dropping on top?

Then there is the flexibility and control. Digital menu boards can be controlled onsite or from corporate headquarters halfway across the country. They can change completely as breakfast hours transition into lunch, then dinnertime, after which they can transform again to target the late-night-snack crowd. They can display different items on weekends when diners have more time to linger. They can allow restaurant owners to try out different specials or pricing models in different locations to figure out which works best. They can get updated pricing information directly from the restaurant's point-of-sale system. They can even cross-promote—the menu board at



a movie theater can show a trailer for next weekend's blockbuster, thus encouraging a return visit.

Consider the creative use of technology at a drive-in restaurant that invites diners to order from their cars. The signage activates when a car pulls up, and diners can scroll through and order from an interactive menu using a nearby controller. Once they place their order, they can watch TV on the digital display—but one corner of the screen keeps tempting them with dessert options.

## Financial Services

Who really enjoys waiting in line at the bank? Digital signage can turn that wait into time that's productive for the customer as well as the bank. Digital signage alongside the teller line can help the bank cross-sell its various financial services. Customers may be there to make a deposit, but they'll learn about auto loan rates, second mortgages, insurance products, investment options and rates. By the time they reach the teller, they may have questions about additional products that the teller can answer. You're raising customer awareness of products and potentially enhancing customer retention.

The digital display might also include feeds of financial news, stock prices, or even live video from a business news, weather or entertainment channel. Distracting the customer helps make the wait feel shorter, even if it's not.

But if you connect a queuing system into the digital display, you can help shorten the wait time for real.

## Hospitality

In the hotel and casino business, digital signage can be much more than a simple sign. It can keep guests happy and loyal, encourage them to spend more of their dollars at the property, maybe even persuade them to extend their stay by informing them of nearby things to do.



Digital displays can fill some of the needs previously served by human concierge staff. Interactive installations can guide guests to area attractions, make restaurant recommendations and reservations, and find tickets to shows. Sure, live human staff members can do all of these things, but digital signage can provide concierge services more cost-effectively at more hotel locations.

Of course, the signage can promote value-added hotel amenities, from the lounge to the coffee shop to the gift boutique to the spa. It can also help business travelers find the right meeting room at a big convention. Installed in casinos, interactive signage can help novice gamers learn how to play table games.

Wired into cruise ships, a signage network can offer directions around a gigantic vessel, display activity and reservation information, spotlight itineraries and port schedules, share menus, even promote and sell tickets for future cruise visits. And the person controlling the network? Not even on the ship, but connected from afar by satellite.

## Corporate Communications

Internal communications have become increasingly complex, with email clutter, unused intranets, wikis and general information overload. An informed workforce tends to be a happier and more effective workforce, but a printed employee newsletter can be costly and not always particularly successful in reaching a widely distributed audience. That's where digital signage comes in. The signage network may include displays throughout a facility, up and down an assembly line, in break rooms, at employee entrances, or in the cafeteria.



Internal communications conveyed on such a network can focus on employee benefits, team events, honors and recognitions, advancement opportunities, training dates—even training itself, with videos displaying new safety procedures, for example. Displays can spotlight important metrics showing how the company is doing and how the local department is contributing. They can host virtual employee meetings, with the CEO in one city interacting live with employees in another.

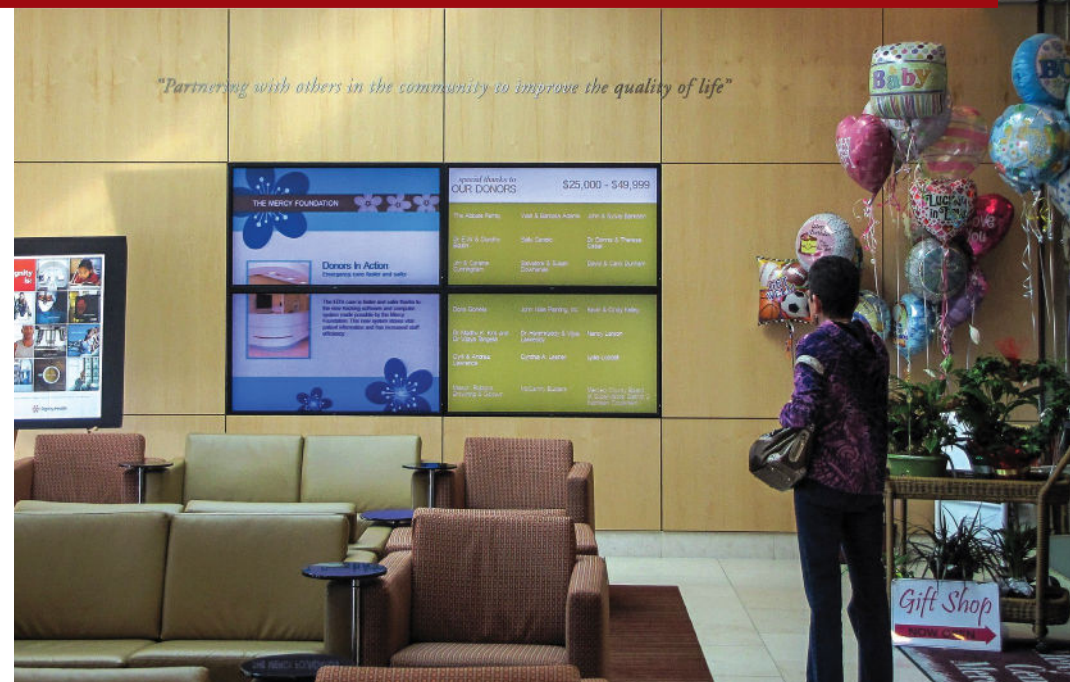
Such content is highly customizable by location, either manually or automatically. A multinational corporation can share daily news across a digital display network, with international messages supplemented by site-based communications personnel feeding in locally customized content. The network can also include automatic feeds of local traffic and weather, and can share warnings of local severe weather.



You can achieve all kinds of important goals through this kind of technology. Boost productivity with tips and locally focused measurements. Broadly communicate corporate branding details and promote more effective alignment and consistency. Prevent workplace accidents and ensure emergency preparedness. Make sure everyone knows where and when important meetings will take place.

## Health Care

And you thought the wait times in the bank teller line could be tedious—just think about the waiting area in the emergency room or doctor's office! You can do a lot of amazing things with digital signage there, starting with important patient education about health and prevention issues, or things that patients need to know about registration, financial assistance, privacy, and other provider policies. Pack digital displays with messages about the various services available across the health-care organization, from sleep studies to heart scans to fertility services to bariatric surgery. And it never hurts to squeeze in some entertainment and reduce patient anxiety at the same time.



Wayfinding is another key in health-care signage installations. Hospitals are often big and invariably confusing, and interactive signage can get patients and visitors where they need to be with a minimum of hassle and anxiety. And not all signage is aimed at patients and guests; messages targeted at employees can focus on patient safety initiatives, employee events, training requirements, IT downtime, and other critical information.

## Retail

Digital signage throughout the store can enhance the customer experience and boost the bottom line. For starters, flash the latest sale information without having to print, distribute and hang flyers and posters. Change to next week's sale information from a centralized keyboard that controls the messaging in hundreds of locations. Ensure that signage in each location takes local seasons, fashions and customs into account.

And that's just the beginning. Consider a signage network at a grocery store. Displays in the meat department can offer not just sale prices but menu and preparation suggestions. They can automatically switch to fish recipes on Fridays during Lent. Signage in the store can target the stock-up shopper during the morning hours, then automatically switch to focus on the quick-dinner seeker in the late afternoon and early evening. Signs can hawk coffee





in the morning, and can tempt shoppers who happen to be in the store the moment the bakery pulls hot muffins from the oven.

Retail signage can target specific types of shoppers, or even individual shoppers who scan their frequent-shopper loyalty cards. Interact with their smartphones using QR codes. Outfit displays with the latest sensing technology and they can know when someone is looking and even note the viewer's gender and estimated age, adjusting the messaging to fit the audience right then and there.



## Transportation

We talked about the challenges of getting around a hospital. Getting around an airport can be just as tricky, and digital signage can help. But it also can boost the bottom line of the agency operating the airport, by generating advertising revenue from national companies eager to reach travelers. Advertising also can direct visitors to retailers and service providers within the

airport. And, of course, it can provide them with important information about weather as well as arrival and departure schedules.

## Government

Digital signage uses in the government sector are diverse. Consider the needs of those in emergency management, for example. Signage networks can warn agencies in various locations about severe weather and other natural disasters, and they can help coordinate responses and disseminate other urgent information. Similarly, they can help with emergency evacuations of public buildings. They can spread details of criminal activity and new laws, and can share public notices. They can provide useful visitor information and wayfinding assistance in public buildings (and in this age of limited governmental budgets, letting your digital signage handle the wayfinding can save valuable labor costs for some other use). Digital signage can upgrade services for the hearing-impaired, and facilitate better queue management to help reduce wait times.



## What's Next?

We've spotlighted just a sampling of the many ways digital signage can work in your business. Turn the page and we'll start running through the checklist that'll get you on your way toward effective digital communications.

## STEP 1

## WHAT ARE YOUR GOALS?

No matter what kind of journey you're planning, it's unwise to take that first step unless you've got some idea where you're going. When your journey is a digital signage implementation, your first task is to figure out exactly what you're trying to accomplish and what benefits a system would offer you.

### Are You Trying to Make Money?

Well, who could blame you? Who doesn't want to make money? As we outlined earlier, there are lots of ways you can benefit through the use of digital signage, and generating revenue may be a key driver for your project, even if your organization is not technically in the business of making money.



The most obvious way to make money is by selling advertising on your signage network. Whether you run a for-profit mall or a government-owned train station, there are plenty of businesses that'll pay to get their message across using your signage to target the audience on your property.

But, is money-making all you're trying to do? Are your digital displays going to simply flash ads, or will they also share wayfinding capabilities, announce train arrivals or provide public information? Yes, you can do it all... just decide what you want to do.

### Are You Trying to Drive Sales?

Odds are pretty good that you are trying to drive sales in one way or another, but odds are that you have other objectives, as well. You may be planning to use your signage to steer customer behavior, encouraging those on your

premises to buy a certain product or service, whether it's something you sell yourself or something that an advertiser on your signage network is hawking. Maybe your signage is intended mostly to cross-sell, such as signage in the bank teller line that promotes the sale of insurance products, or signage in the ER that encourages visitors to return another time and have a sleep study done. Or maybe you're interested in upselling—you know you're going to sell the car, so your signage is pushing the extended warranty coverage.

### Do You Want to Save Money?

Again, a noble cause, whether you've got a profit motive or are part of a non-profit organization. Digital signage can save you lots of money that you otherwise might have to spend printing signs, getting them delivered to the place they'll hang, then hanging them, then swapping them out for new signs when it's time for a change.

These activities run up big bills in terms of materials, logistics, and all kinds of labor for distributing, posting and removing signage. Plenty of folks go digital for this reason alone, but again, it may be just one of the things attracting your interest. After all, if you can walk and chew gum, you can both save money and make money at the same time.

### Do You Want to Engage or Educate People?

Maybe the point isn't selling or saving money at all. Perhaps your intention is to simply convey important information to your audience—employees, or perhaps members of the general public. You may be trying to connect with audience members, improve employee morale by engaging with them, educate the audience about a new complimentary service, improve customers' satisfaction levels by distracting or entertaining them, or help audience members get something done—providing employee information for implementing a new process at work, or helping visitors find their way around a public facility.

### Or Are You Minimizing Your Inventory?

This really is about driving a specific behavior. You want to unload an inventory of some kind of widget or product or whatever, and you need to get your customer base to do it for you. You know you're no good at that Obi-Wan Kenobi mind control trick, so you need to provide guidance and prodding through digital signage.

## STEP 2

## UNDERSTAND YOUR ENVIRONMENT

As you plan your digital signage, whether it's a single display or a broader network, you'll need to really have a good feel for where you'll be putting your display or displays. Lots of questions to ask yourself in this step.

### Where Will You Place Displays?

Yes, you've heard the old "location, location, location" thing. But there's a reason you keep hearing that: It's tremendously important! So give it plenty of thought.

Are you putting displays in a retail site? Will they be in a few places in the store, such as at the entrance and near the checkout, or will they be pretty much all over, right down to the dressing rooms? (Yes, some creative companies have put displays in dressing rooms). Do you have multiple stores in which you'll be placing displays? Or maybe you're not in retail—will your displays be in restaurants? In hospitals? In offices? In public buildings or train stations or airports? And again, where within these locations do you plan to put displays?

### What Kinds of Displays Will You Need?

There are all sorts of choices. Really, darn near anything with a screen is an option that can be hooked into your signage network. It could be an LCD panel the size of the TV in your living room. Could be smaller, like a digital picture frame. Could be bigger, like a video wall. Could be something with built-in interactive capabilities, such as a kiosk. Could be a menu board that will hang behind a fast-food restaurant counter. Could be a wayfinding display with touch-screen capabilities.

And the answer could be "all of the above." Your digital display network could have one screen or many, and if it's many, it can quite easily pull together screens of multiple types and technologies (at least if you pick the right product for managing content across your signage network). And if you want interactivity, you're not limited to kiosks. Many displays can be made interactive by using touchscreens, purchasing touchscreen overlays or leveraging RFI codes and smartphones.

### How Many Locations Will You Be Serving?

It certainly makes sense to give this thorough thought as you make your checklist. After all, you're going to need to acquire displays for each of these locations, so you're going to have to know how many locations you're setting up.

At the same time, you're not a wizard with a crystal ball. You can carefully consider the number of locations today, but next month you might realize you left a couple off the list. Or in an even happier scenario, your company might acquire more locations that you'll need to add to the list. It's best to pick content management technology that is fully scalable, so that as your needs grow, the technology is ready to grow with them. Be prepared for whatever the future will bring.

### What Kind of Interactivity Will You Need?

Now's the time to consider how you'll involve your audience. It could be that they'll just be spectators, taking in the content from your signage and then (you hope) acting upon it. Or, will they be participants? Will they interact with a touchscreen interface? Will they use a kiosk, or a virtual keyboard on the screen? Do you want them to be able to interact using their smartphones? Will your display interact with a customer loyalty database and hook into their buying history? How will they access their loyalty club membership at the display? How will your display network interface with social media?





## Will You Measure Traffic in Front of Your Displays?

If you're a smart business owner, or work for one, you may wish to maintain metrics showing how many people have viewed your display. Perhaps you want to gauge the percentage of potential viewers who went on to buy an advertised product. That's a good way to determine the pizzazz and persuasiveness of your message. Or maybe you just want to be sure you've placed your signage in a spot where a lot of people will be able to see it. Today's technologies can count the people who pass close by for a look.



## Will You Measure Gaze Duration, Gender or Age, or Employ Facial Recognition?

Here's the really amazing part. We said before that you can count the number of people who walk past your sign, but you can also install technology that knows whether they're actually looking at your display, and for how long they keep looking.

And if that's not amazing enough, that technology can automatically determine the gender of the viewer, and make a pretty good guess at the viewer's age (a lot of humans aren't even all that good at that). It can even be equipped with facial recognition, so that it can potentially recognize individual customers, especially those who drop by frequently.

And if even that is not amazing enough, the system can take this sophisticated measurement and use it to determine what the sign will display. If a man is looking at the sign, the message can change to offer a sale on men's clothing. It can offer women's clothing specials to the women who stop by to look at the sign. A kid might get an ad for a toy or video game.

Whether or not you use the measurements to alter the content, you will find the metrics incredibly valuable as you plan your content. And you may need this kind of measure to justify the advertising rates you're charging those who are paying to put their messages on your screen.

### STEP 3

## MEET WITH YOUR IT DEPARTMENT

What is it about the IT department that some folks fear? Though it's a bit hard to understand why, some people interested in launching a digital signage system purposely avoid having a conversation about their plans with people in the company IT department. We're here to tell you, that's not a good idea. The IT department can really help you make great things happen, but can also stand in the way if you try to make an end run around it.

Your needs will best be served if you call a meeting with counterparts in IT early on in the process. Invite them to talk about the needs you're trying to meet and the solutions you've come across. Engage them and ask them to

help assess the solutions and determine what will work best in the context of your organization.



You might actually find that someone in IT has already been thinking about digital signage. Someone there may have done some research into signage platforms and systems, and every now and then there's an IT person who has tried to create a solution independently.

## The View From IT

How, you may wonder, can a person whose daily focus is IT fully understand how the marketing or corporate communications department will be using digital signage? Just consider the question from the other perspective: How, the IT person wonders, can a person who spends the day in marketing really understand the technical aspects of a digital signage network? Remember that from their perspective, your interest in this area may seem like an incursion onto the IT person's turf.

It doesn't have to be that way. Clearly, the best situation is if you get the conversation started before anyone in IT has taken steps into digital signage without you. That way you can approach the project as partners and try to avoid turf battles before they ever begin. That way you own the turf together.



## No Need to Speak Geek

Yes, it's essential to have IT as your ally rather than a competing force, because you may not emerge victorious in that competition. But don't jump to the conclusion that digital signage is going to be a world filled with geek-speak that will sail right over your head. It really does not have to be that way, as long as you make the right choices in hardware and content management systems.

The best, most powerful systems out there also happen to be the easiest to use, believe it or not. You need your IT folks onboard so that they've got your back and aren't standing in the way. But you won't have to bother them with day-to-day programming and operational needs, if together you choose the right solutions.

And therein lies the key to your successful partnership with IT. Let them know that you don't want to be in their hair all the time, that you realize they have better things to do than help you program your signage every day. Tell them that you value their input as together you choose and implement a system that's so user-friendly that a non-IT person can handle it. Tell them you want to be sure you have a system that will work with a full range of display technologies, a solution that's scalable so that as your needs grow, the system can grow with them and not need to be replaced with something else. Above all, be friends. Make a solid peace now, and your digital signage program will thank you.

## STEP 4

# PICK YOUR PARTNER

As we said in the previous step, digital signage systems should help the cause and not be a technological burden for you. They really can be pretty easy to use, and you may also find that you're a whiz at creating content for them. Many companies use Scala digital signage software right out of the box. But that doesn't mean you need to be all on your own, or that you should try to go it alone. At the outset of the journey, for sure, you may choose to engage good partners, and you may decide you want partners on the team for the whole ride.

In fact, if you set pretty ambitious goals back in Step 1, and sketched out a fairly complex network back in Step 2, you'll need more robust involvement with a solid partner, or partners. Don't think of it as a bad thing, think of it as putting together a winning team. Just choose your team carefully, and understand that there are partners ready and willing to take on as much or as little of the job as you want.

Don't let the process of picking a partner scare you. There are lots of potential partners out there, a lot of them very good. But how do you know where to begin?

How about thinking first about the technology? That makes sense, because some of the partners you'll meet will specialize in specific systems and industries, and you want to be sure you're connecting with the partner who can deliver the technology you believe will best meet your needs. Otherwise,





it might be like deciding to go to a motorcycle dealership when what you really need is a car, or vice versa.

Once you've narrowed the list to partners that work in the technological environment of your choice, narrow it further to the type of expertise you need. Otherwise, it could be like taking your car to the carwash when what you really need is an oil change.

## Scala Certified Partners

Choose Scala as a digital signage solution and the door is immediately opened to a long list of certified partners who know the technology, have expertise in every industry and are experts in making it work for you. Because Scala is the leading global provider of digital signage and advertising management solutions, you're likely to find great partners, wherever you are in the world. Remember, though, that the help you arrange is totally up to you—the kinds of partners listed below are optional and not mandatory, and you're free to choose how many or how few partners you wish to engage.

## Sales Partners

These are companies that deal directly with manufacturers such as Scala, designing and installing your network, and also providing training. Some sell licensed products, some don't, but all know how to make it work well for you.

## Content Creators

If you've got the technology taken care of but need some assistance generating effective content, here's where you may turn. These experts really know what works in digital signage, and even if you plan to fully maintain and update the content yourself eventually, it still may pay to have a content creator onboard for the launch.

## Network Operators

If your organization is small, or your entry into digital signage is something less than vast, you might opt for one of these partners. They have built signage and display networks, and you sublease space on their network. It's a particularly easy way to dive in, leaving the technological details to someone else.



## Platform Partners

Hardware is the name of the game here, the hardware that your display and signage network will require. A platform partner can be quite helpful depending on your situation, but might not be necessary depending on what other partners you've lined up.

## Scala Customization

Flexibility is a big benefit of Scala technology. It works incredibly well out of the box, and what you get from that box may be all you need for now. But technology partners can also help you add bells and whistles that bring even more value to what you're doing, from interactivity to interfaces with loyalty systems to audience measurement.



## STEP 5

## CONTINUE THE DISCOVERY PROCESS

By this point you've gotten a pretty good idea where you're heading with your digital signage program. You've established your goals, considered the environments in which your displays will be located, built a strong relationship with your IT department, and started looking into the partners that will help you along the way if you need assistance.

Now's the time to dig a little deeper into your potential partners and the relationship you'll have. You need to have heart-to-heart conversations to understand their ambitions and ensure that they align with yours. The thing is, the best partners are the ones that see you as more than a customer, and the ones that feel like more than just a vendor to you.

The best partners really fit into your team, and they fully realize that it's in their best interest to look out for your best interests. They know how and when to save you money, and won't sell you something just because they can. On the other hand, they're trustworthy enough to honestly tell you when you shouldn't skimp, when an investment really is critical to the success of your program.

Another part of the discovery process is examining more closely your existing IT structure. This can be a partnership involving your IT team and whatever partner or partners you've picked to provide and install the system. There are choices to be made as to what happens internally vs. what is provided externally from a technology and service point of view. What is most cost-effective and manageable will vary depending on your goals and your IT infrastructure.

And speaking of discovery, conversations with your content creator, should you choose to hire one, will help uncover what content you may already have that can be adapted for your digital signage program vs. from-scratch creation. You may not have to totally reinvent the wheel.



## STEP 6

## TIME FOR INSTALLATION

It may feel like you've gone through a lot to get to this point, but that's how to ensure things will work the way they're supposed to work, and that your digital signage program will be a success from the start.

This step may once again be a collaboration between your partners and your IT team, or if you've chosen to host your signage network externally, the work may be primarily on the part of your outside partner. In any case, it's a truly exciting part of the rollout, and you'll be itching to throw the switch and see these displays light up!

Still, it's best to be patient for a little while longer, because even though your signage solution may be remarkably easy to use, there are steps to follow to ensure a solid installation. First of all, there may be some final decision-making involving precisely where your displays will be hung or placed.

There are lots of questions to answer that might have been only tentatively considered earlier. Will this panel be effective just inside the employee entrance or will workers breeze right past it as they put away their car keys and close their umbrellas? Will a customer-focused display get the most attention near Aisle 1 or Aisle 4? Will the afternoon sun interfere with readability? Is it at the right height? Will this location allow the interactivity you desire? Will that cause a traffic flow issue? Is there a good way to really integrate the display with the surrounding environment, so that it doesn't simply look like an LCD panel hanging on the wall?

Of course, installation isn't just about hardware. While that's going up, your partner will be working on the software end, whether you've chosen a system that resides on your own equipment, one that's housed elsewhere, or perhaps a Software as a Service solution.

Installation of your digital signage solution is a real symphony, with artists playing different instruments at different places, following the lead of the conductor. Soon, the music will really be beautiful!





## STEP 7

## FLIPPING THE SWITCH

We'll call this Step 7, but in reality a lot of the implementation phase we're talking about here will take place at the same time as the actual installation we covered in Step 6. Some may even begin before the displays start showing up in your stores or offices or wherever you're putting them. That's because despite the rather flippant title above, there's a lot more to implementation than simply flipping a switch.

A major part of implementation involves creation of the initial content, and depending on your goals and your system, that can be a significant task. You or your content creator may be writing brand-new copy, and you may be producing video content that will appear on your displays. You may be soliciting advertising that will generate revenue, whether it's to help defray the cost of the signage or actually turn a profit. You or your partners will be planning and creating content, loading it into the system, scheduling when and where various pieces of content will appear, what feeds of outside content will be linked in, and many related activities.

Beyond that, you also may be working on related processes that either affect the digital signage content or are affected by it. If you're preparing to advertise a sale on particular items, you need to be certain they're on the racks or the shelves, in sufficient quantity, with the right price marked. If your content is going to adapt as the inventory depletes, you'll need to be building that process, too. And if your signage will be interacting with other sources of data, such as your customer loyalty database, you'll need to create those links and test their functionality.

Finally, you need to be prepared to feed your baby once you do flip the switch. Content on digital signage is not unlike Internet content in that it needs to be frequently refreshed or changed in order to keep people's attention. Be sure your processes are in place to update your content regularly.





## STEP 8

## SUPPORTING YOUR SIGNAGE

Hooray! Your digital signage program is up and running and looking incredible! That's an amazing accomplishment, and you should take time to pat yourself on the back. Okay, that's enough. Keep looking at your handiwork, though, because you want to give your program the loving care that it deserves.

Support can mean a lot of different things. Most obvious is the "keeping it running properly" aspect. If you've chosen well, your manufacturer and your partners will be there to assist should there be any issues making things function the way you want them to happen. Scala certified partners, for example, have support resources who can find any answer you need, and if need be they can tap directly into the expertise at Scala.

Also, the Scala website is packed with information and answers to frequently asked questions. There are also links for software updates, user discussion forums and training opportunities. And there are phone numbers, for those times you'd prefer to consult in-person.

In the more abstract sense, support of your digital signage program includes ensuring that the decision-makers at your company remain pleased with its performance and sold on its value. How will you be measuring the results and impact of your program? What metrics have you established, how often do you receive them, and how do you compile and present them? That's another area you may handle yourself, or you may choose to seek some help from a Scala certified partner.

And related to that, how are you using these metrics and observations about your program's effectiveness to make it even better? Do you have a regular follow-up planned in which you can identify what's working and what could be working better with alterations to your content or perhaps your signage placement?

Your digital signage program can do amazing things for your organization. Congratulations on the great start and good luck as you continue down the path. And don't hesitate to ask if you ever need a hand!



## Still have questions? Ask our experts!

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How to get started in  
digital signage

HOW TO

# GET STARTED IN DIGITAL SIGNAGE

## Can your printed signs do this?

- Change themselves with the time of day, or reflect the gender of the people viewing them?
- Count how many people saw them in a day or a week?
- Check your inventory, decide what product really needs to move right now, and advertise a special on that product?
- Connect with your customer's smartphones?

Of course, a printed sign can't do any of these things—but digital signs can do all of them, and a lot more. You can accomplish dazzling things with digital signage, and you'll be surprised at how easy it is to launch your own digital signage network.

SCALA