

# Digital Signage

All You Need To Know





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# What Is Digital Signage?

Sometimes called electronic or dynamic signage, we effectively mean 'digital signs'. That's digital screens used like traditional signs to convey information to an audience at a particular location. The category of digital signage extends past typical LED displays to include video walls, touch screens, kiosks and even large tablets.



Unlike conventional signage, the digital variety can display multimedia content from images and video to streamed media, web pages, social media and animated text. This capability makes digital signage more engaging and eye-catching than its printed counterpart.

The popularity of digital signage springs partly from its scheduling functionality. Users can group content into playlists and allocate different times of the day, week or month for it to play. This makes the technology an effective marketing and communication tool.





# Digital Signage Software.

Digital signage software provides a vehicle for getting content onto a screen.

Most digital signage software is cloud-based meaning a user can control their screens remotely from any location (provided they have an internet connection).

Digital signage software allows users to create, schedule and deploy their content to their digital screen network.





# Digital Signage Hardware.

Digital signage hardware includes the physical devices that help bring your content to life.

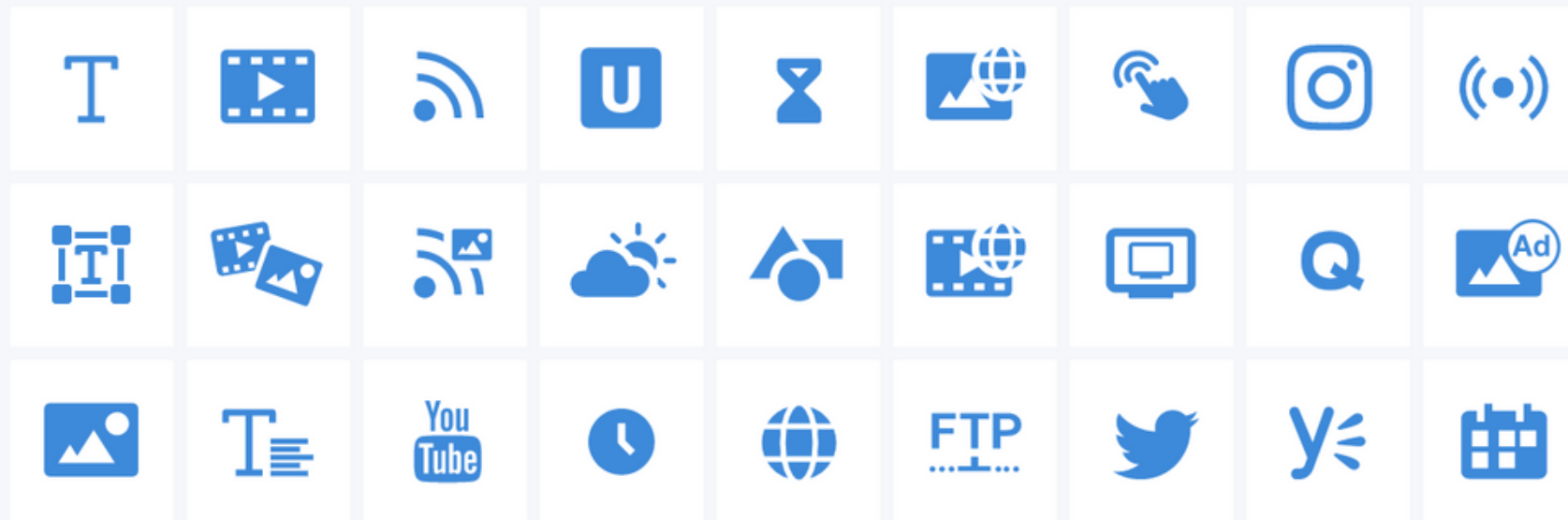
Hardware includes:

- **Media players** - Small boxes or dongles that connect to a digital screen. These connect to the internet and pull your digital signage content from the cloud and play it on your screens.
- **Screens** - Digital signage screens come in a host of types and sizes. Make sure to check a screen's brightness level to ensure it is suitable for your project.
- **Video walls** - A video wall is a large screen made up of smaller screens.
- **Digital Kiosks** - Digital kiosks are freestanding displays. Digital kiosks can be purely aesthetic or can include touch screen integration.



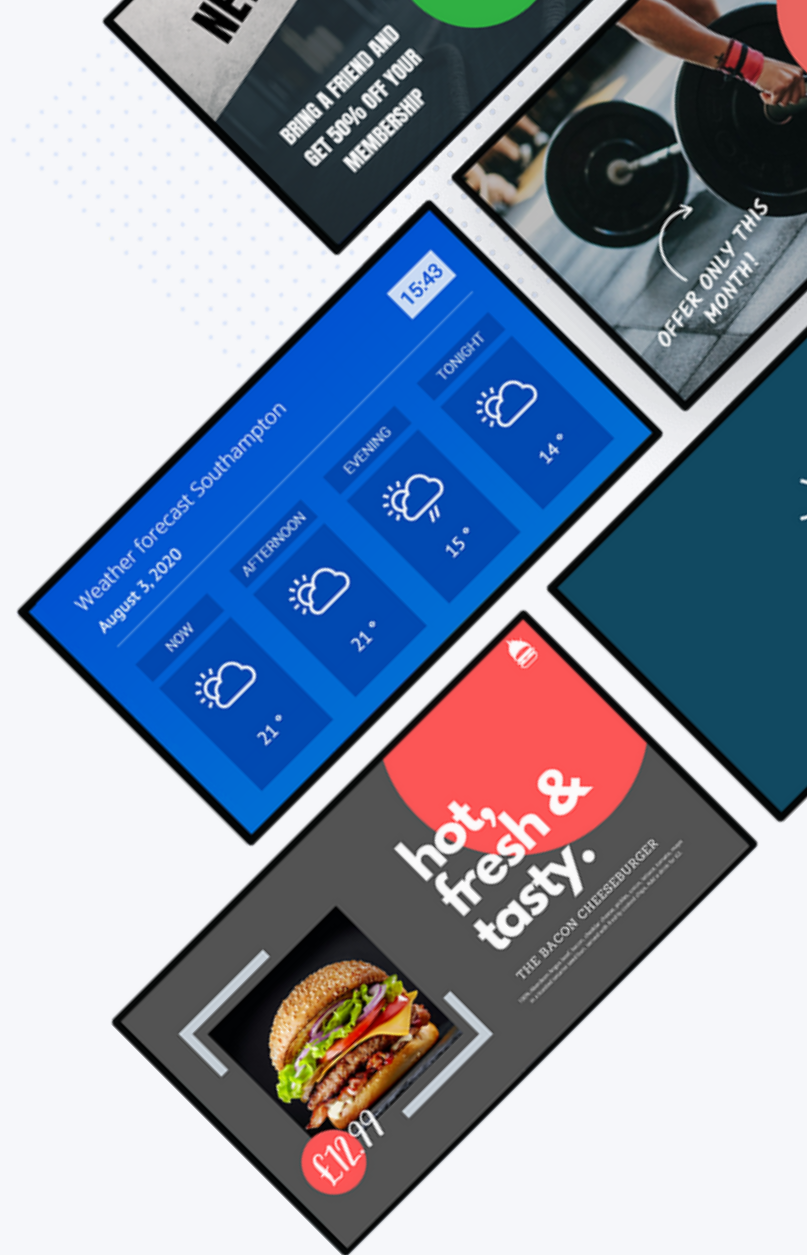
# What Can I Display On My Digital Signage?

Thanks to a host of digital signage widgets there are no limits to what you can display on screen. From simple widgets such as images and photos, to fully integrated touch screen interfaces. See below for some of the great widgets you can display on digital signage\*.



Top row from left to right (Label, Video, RSS feed, Ustream, Countdown, Web image, Touch, Instagram, Streaming).  
Middle row from left to right (Text, Slideshow, Media RSS, Weather, Shape, Web video, Embed, Queue, Ad serving).  
Bottom row from left to right (Image, Ticker, YouTube, Clock, Web Page, FTP Media, Twitter, Yammer, Calendar).

\*Please note this list is non-exhaustive.







# Digital Wayfinding

Digital wayfinding signage refers to a solution that aids users in their navigation through a physical environment. It requires careful planning and a deep understanding of a building or landscape's structure and function.

The most effective wayfinding solutions focus on the user experience and how different users have varied wayfinding needs.



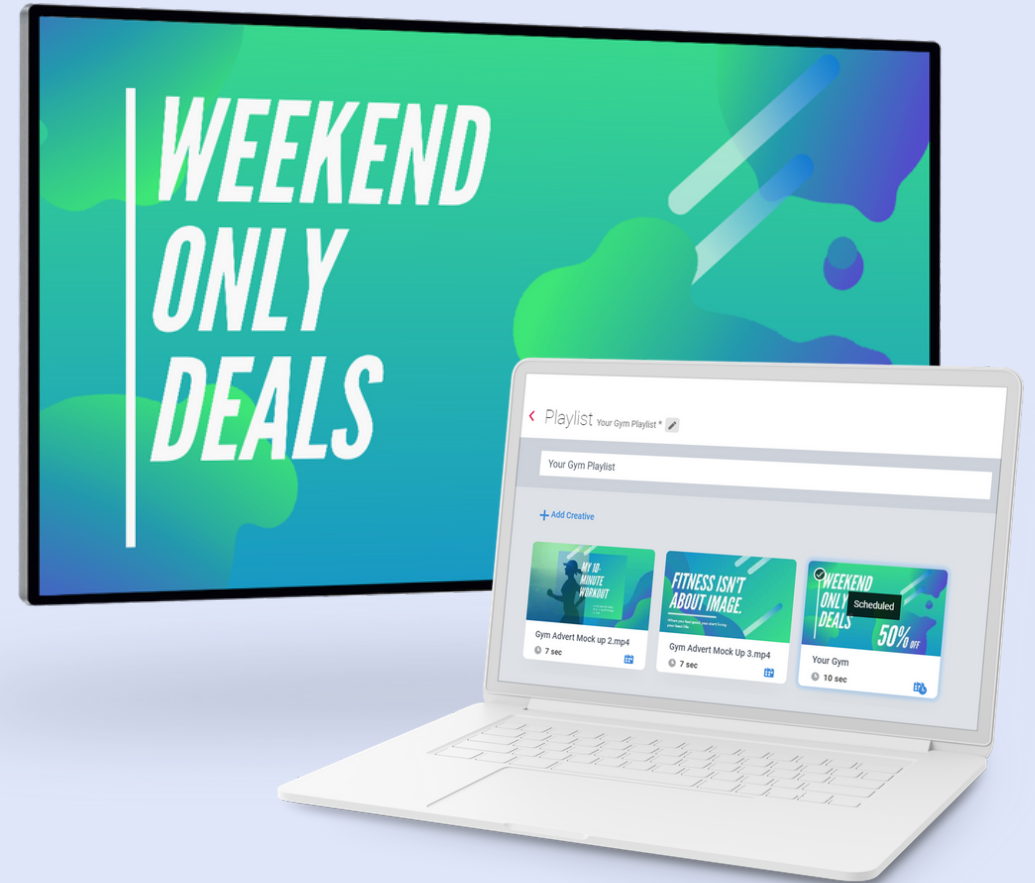


# Scheduling

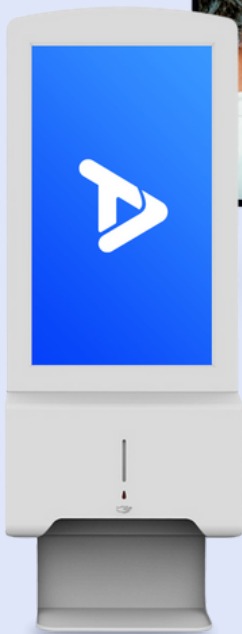
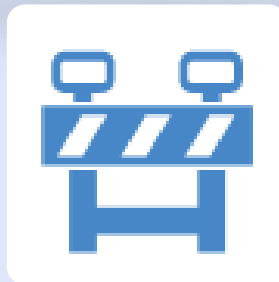
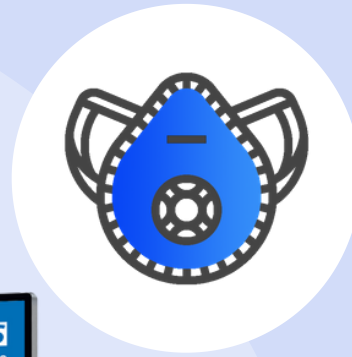
Digital signage software provides you with the ability to fully automate your content deployment through digital signage scheduling software.

Digital signage scheduling means you can plan content in advance and set content to play at specific times of the day, week, month or year.

The expiry feature is perfect for temporary content, such as time limited deals. Simply set a time for the content to expire and when the time matches this, the content will be removed from your digital signage displays.







# COVID-19 Solutions

In light of the COVID-19 pandemic TrouDigital has been working hard to provide solutions that slow the spread of the virus and keep people safe.

## Digital Hand Sanitisers

Our latest addition to the digital signage hardware line up are digital hand sanitisers. A smart hand sanitiser with a screen allows you to target messages to your audience when they take a pump of sanitiser.

## Smart Entrance Widget

This widget allows you to track and monitor the number of people within a building with the goal of encouraging social distancing. This allows your screens to display stop or enter content depending on the number of people in the building.

## COVID-19 Screen Content

We're helping our clients keep their staff, visitors and customers safe with COVID-19 safety content. From Public Health England videos to simple safety reminders, help slow the spread of the virus with your screens.



# Dynamic Templates

Want to speed up your content creation? Ask us about our dynamic template platform add-on.

Choose from hundreds of pre-made, animated digital signage content templates.

Once you choose a template, customise information and brand to your organisation in seconds.

Simply add the template to your TrouDigital account via a URL and watch as your content appears on-screen.



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# SUPPORT

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