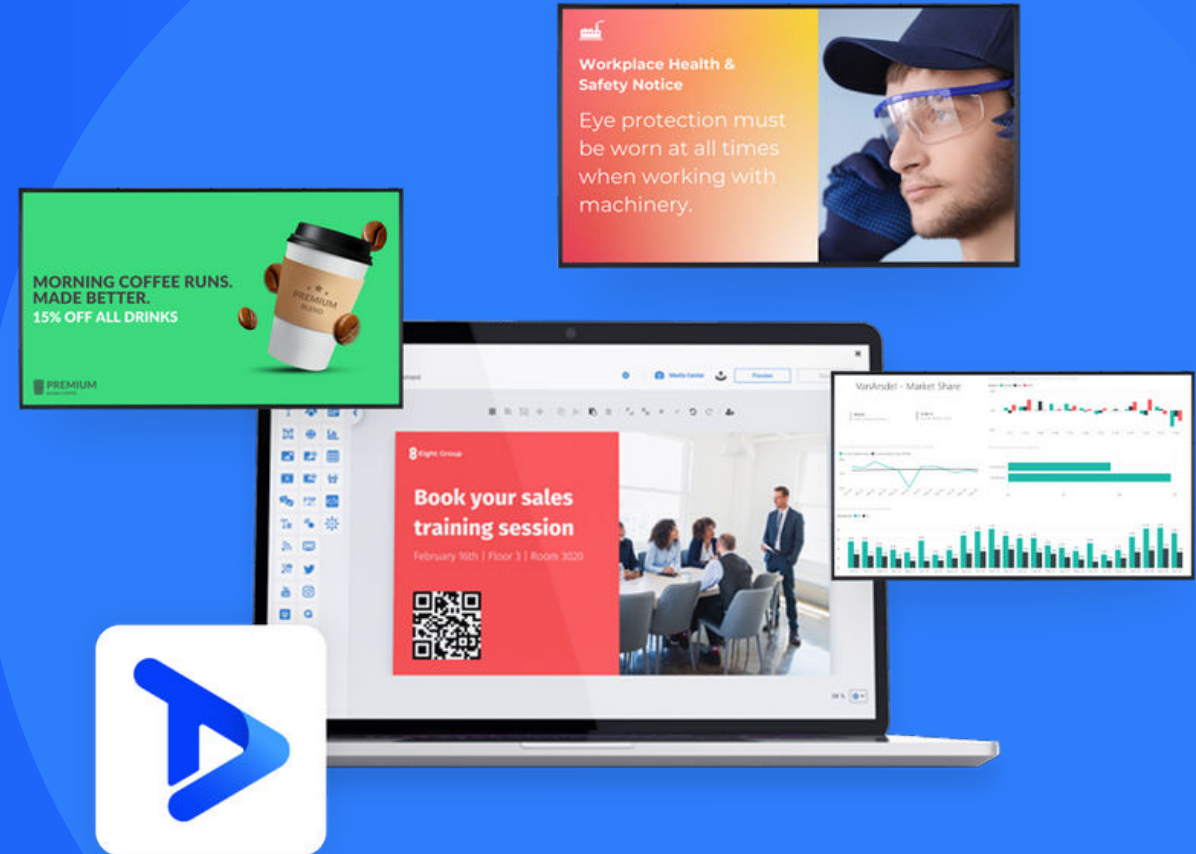


# Digital Signage

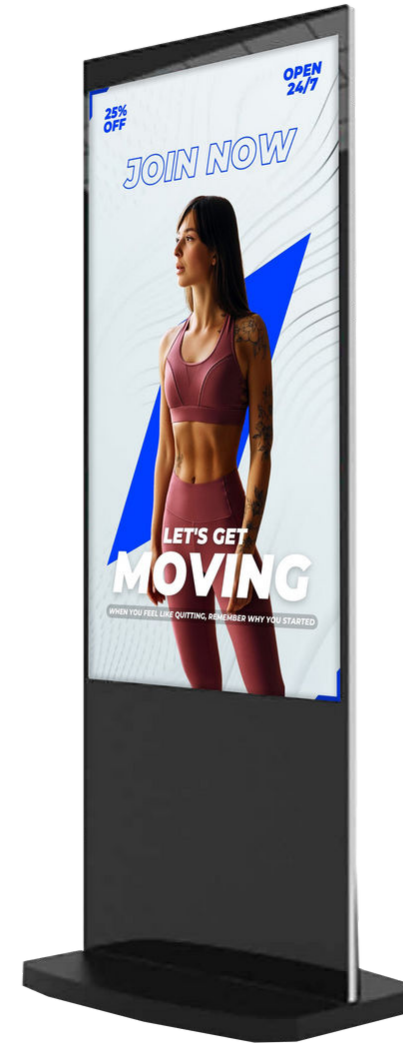
Your Complete Guide



# What to expect

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- 3 Who are TrouDigital?
- 6 What is Digital Signage?
- 7 How screens are used to engage your audience
- 8 How Digital Signage works
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About TrouDigital

# Who are we?

We are a digital signage company that wants every user to **get the most out of their digital signage software and screens**. That's why we implement **ease of use** into each and every stage of the journey. We provide **drag-and-drop** software, **plug-and-play** hardware and a **quick-to-reach UK-based support team** to help you **get the most out of your screens and engage your audience effectively**.



Feature-packed, easy-to-use software.



Update your screens from one central dashboard.



UK-based support team.



Join the organisations

# Supercharging communications



# Our mission

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"Unifying communications with teams across the globe,  
by creating meaningful connections between businesses  
and employees."

Before we get started

# What is digital signage?

Digital signage is where screens are used to convey information to employees, customers & guests. A trio of screens, media players, and software allow internal communications & marketing teams to create, manage, and deploy key messages to screens wherever they are. At TrouDigital we provide everything organisations need to better engage with their audience via screens.

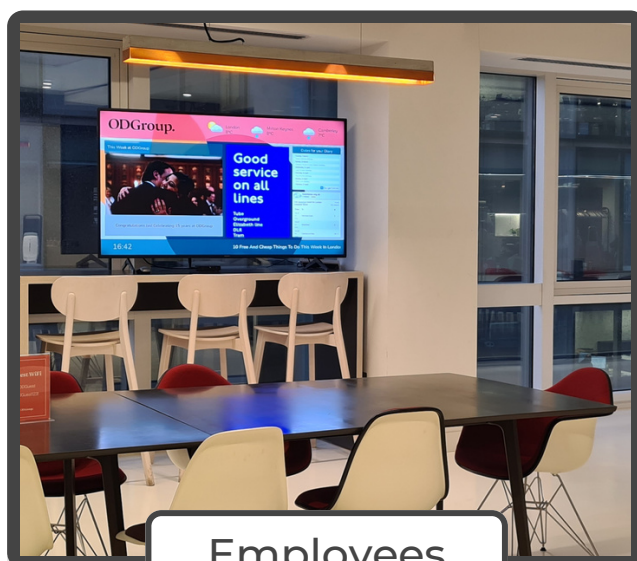
-  Engage your audience with attention-grabbing digital messaging.
-  Create professional content in minutes.
-  Connect your favourite apps and automate screen updates.





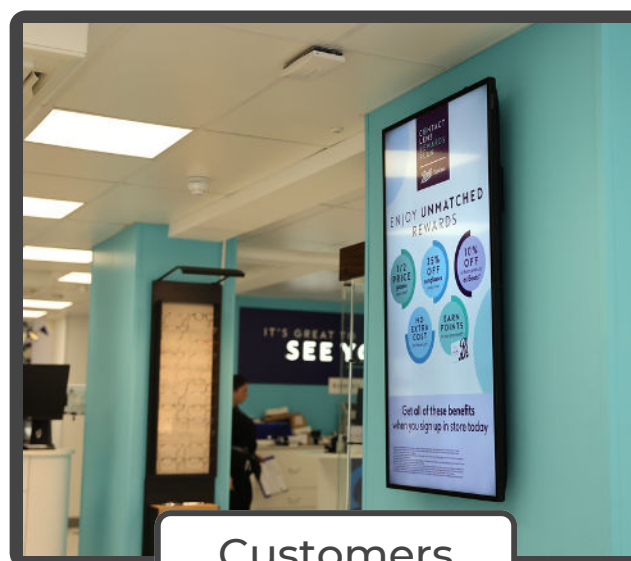
Any screen for any audience

# Use digital signage to engage your...



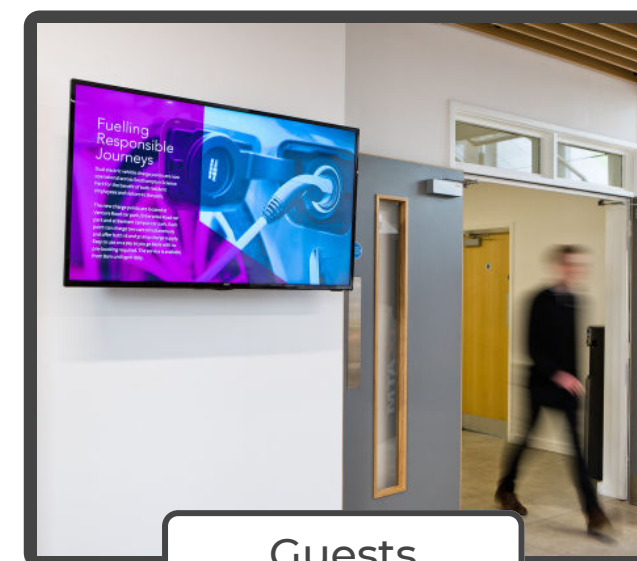
Employees

Use digital signage to share real-time updates and key messages, boosting staff engagement & productivity.



Customers

Captivate customers with dynamic promotions & product info to influence purchases & improve in-store experience.



Guests

Guide & inform guests with wayfinding and event schedules for a memorable visit.

# How it works

from software to your screens



## Create your content

Create, schedule, and manage digital signage content on the TrouDigital platform.

## Update your screens

Media players connect our platform to your screens, automatically downloading and deploying new content.

## Engage your audience

Your updated content is shown on your screens. Engage your audience with consistent highly relevant messages.



A better way to manage your screens

# Digital signage software

Manage your displays centrally with our **easy-to-use digital signage platform**. It's **simple** enough to manage one screen and **powerful** enough to manage thousands of screens. Our **feature-packed design studio** lets you create and schedule content exactly how you want.



Cloud-based CMS.



3rd party app integrations.



Extensive template library.



## Content

# What can I display?

With TrouDigital, unlock limitless possibilities for your screens with our extensive library of widgets and 3rd party integrations. Whether you're looking to display key messages and media or creating more complex digital notice boards and data dashboards, our platform has you covered.



### Widgets

Build content with text, images, video, live weather, and time widgets.



### 3rd Party Apps

Integrate popular platforms like Canva, Power BI, Tableau, and more.



### Custom integrations

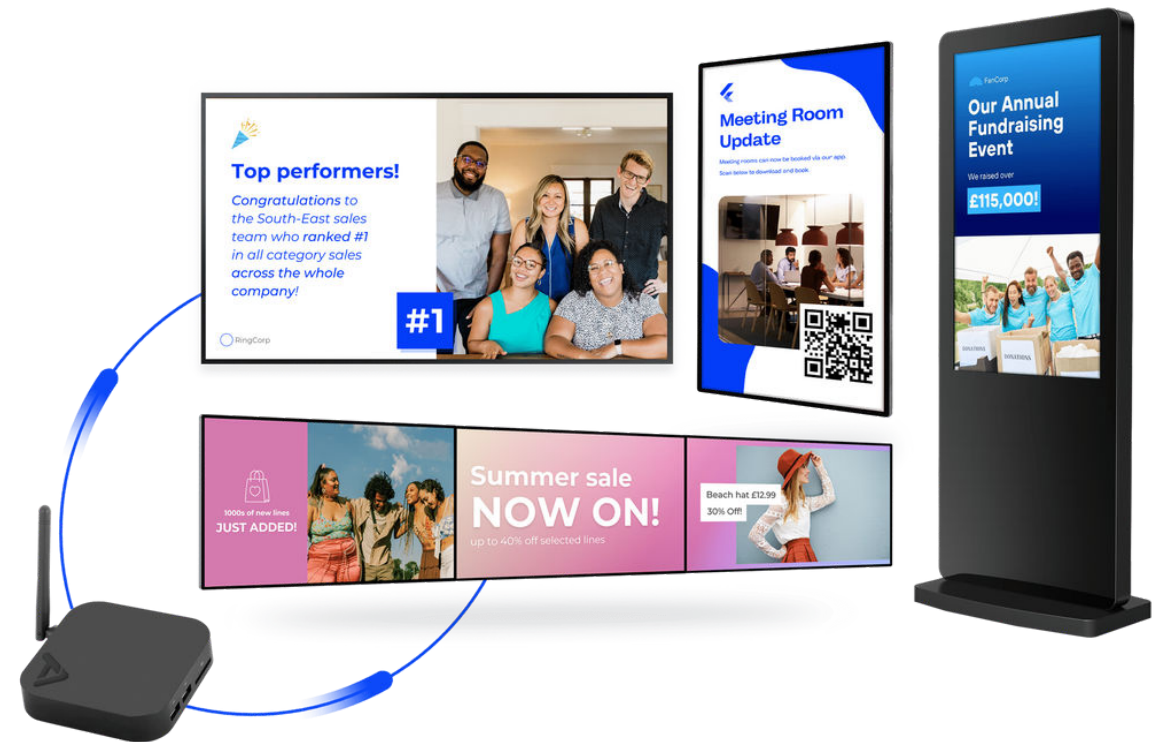
Specific requirement? We can build custom integrations - ask us how!



Media players & screens

# Digital signage hardware

Digital signage hardware is a crucial component that brings your digital messages to life. Media Players and Screens ensure that the content you create on the TrouDigital platform effectively reaches your intended audience. There is a **range of hardware purpose-built** to serve a range of locations, use cases, and projects.



The magic behind your screens

# Media Players

Media players serve as the engine that powers your digital signage, deploying content from TrouDigital to your screens. They come in a variety of sizes, capabilities, and price ranges to suit any project. Whether you're looking to display simple messages or power complex data dashboards and video walls, there's a media player tailored to your needs.



## Why use TrouDigital Media Players?



Pre-configured out of the box.



Produce 90% less CO2 vs Windows PCs.



3-year hardware warranty via SignageShield®.



## Display content proudly

# Screens & kiosks

Screens are the visual component of your digital signage system, displaying the content you've created with TrouDigital. There is a huge variety of screens available, each designed to meet specific use cases and environments. From commercial-grade and high-brightness displays to touch screens, digital kiosks, and video walls, there's a screen tailored for every project.

### Does the screen I choose matter?

Absolutely! The type of screen you choose plays a pivotal role in the success of your digital signage project. It's crucial to select displays that align with your specific needs, whether that's brightness, longevity, or weatherproofing. Failing to do so could mean your content goes unnoticed!



# Book a demo and see how TrouDigital can transform your employee communications

- 15-minute demo.
- All of your questions answered.
- See our platform in action!



Book here



Contact Us

# Get In Touch



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