

## What is Digital Signage?

- ❖ A sign that uses an electronic display
- ❖ Can be still or include motion
- ❖ Can cycle images or messages
- ❖ Can be text
- ❖ Can be graphics
- ❖ Can be motion video
- ❖ Can have audio



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This kiosk was in a mall. If a passer-by does not see the monitor at first, the audio should catch attention.

## How Is It Used?

- ❖ To Inform
- ❖ To Promote/Advertise
- ❖ To Sell
- ❖ To Entertain
- ❖ To Attract Attention



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This is the genius bar at an Apple store. The signs had quotes on them to occupy the customers as they waited for their genius.

## Where Can We Find It?



### ❖ Information

- Train Schedules
- Sports Arenas
- Airport Schedules
- Office Lunch Room

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This is the Waterloo train station in the UK. It is not video but a text display. People stand in rows (lengthwise across the screen) to see the signs. They stood about the same distance from the signs.

## Where Can We Find It?

### ❖ Promotion/Advertisement

- Billboards
- Stores



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The billboard is off highway I-275 in Cincinnati. The images change about every 10-15 seconds. The PSP (game) display was found at a WalMart. It had about a 15" display showing a video about their game system.

## Where Can We Find It?



### ❖ Point of Sale

- Shopping Centers
- Kiosks
- Gas Pumps



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The phone kiosk was taken in Chile at a tradeshow. It had a touch screen that would have advertising and the phone functions as well. The gas pump was taken in Romulus, MI. It advertised the store specials and delivered the news and weather as you filled up your car.

## Where Can We Find It?

### ❖ Entertainment

- Theme Parks
- Bank Lobbies
- Lunch Rooms
- Museums

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## Where Can We Find It?

### ❖ Attraction/Attention

- Shopping Centers
- Theme Parks
- Billboards
- Tradeshows



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This sign was at the Microsoft booth in Chile. The sign had a touch screen and was configured to look like a Pocket PC.





For more information on  
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