



Digital Signage

CONNECTING WITH YOUR AUDIENCE

YOUR MESSAGE ON DISPLAY

Imagine the power that comes with the ability to put the right message in front of the right people at the right time; no matter where you are or what industry you are in. With iMediaT Digital, you are given a unique opportunity to empower and enrich a customer or employee experience while building brand awareness, educating, informing, entertaining, or increasing your bottom line at the same time.

Industries where we can implement digital signage include:

- Retail
- Corporate Communications
- Education
- Government
- Cinemas
- Museums
- Financial Institutions
- Healthcare
- Transportation Hubs
- Casinos
- Hotels
- Sports Bars
- Anywhere People Gather.

INNOVATE AND CAPTIVATE

'Digital signage' is a broad term that encompasses several applications and technologies, but generally speaking, it refers to computer controlled digital screens, such as LCD displays, that improve the way you communicate with your customers or employees.

Unlike printed material, with digital signage, messages can be changed quickly and cost effectively, so content is always relevant and fresh. Because digital signage hardware can display all types of media—full motion video, high-definition video, animations, HTML, flash content, static or scrolling text, and live text feeds—arranged in any size and in any position, they attract far more attention than traditional signage.

For retail, these vivid signs add value to customers' in-store experience, improve brand awareness and drive sales by providing dynamic information, entertainment and advertising. For other industries signs can educate, entertain, inform, and assist in emergencies.

YOUR CONTENT, YOUR SCHEDULE

With digital signage, you're empowered with complete creative control. Change your messages from one central location and distribute updates to hundreds, or even thousands of displays automatically any time of the day or week through set schedules or software triggers. You also have the flexibility of programming content to be played on multiple players, or programming each player to play content that is unique to that location or target audience.

You also have the incredible power to tap into data captured by external sources like point of sale systems, sensors, manual data entry, and many other sources. Data can be shown on screens or used to manipulate the type of content displayed on screens.



2009 DIGI Award Winner, Best Deployment in the Transportation Industry

HOW IT WORKS

A display device is connected to a controller, typically a powerful computer or media player. The controller stores the digital content locally to ensure smooth playback of media-rich advertising and information using a digital connection to deliver a crisp output signal to the digital display. The content is remotely managed from a central location, over the Internet or corporate Intranet, enabling real-time marketing updates, emergency announcements, and even live content feeds.

WHAT WE DO

At iMediaT Digital, we know how to maximize the benefits of your network while helping reduce the costs of the operation. Working with your team, we'll help you develop and implement a digital signage plan and content management strategy that will help you achieve your goals quickly and effectively. We offer:

- Consulting
- Network design, configuration & management
- Graphic design & video services
- Custom program development
- Data integration
- Hardware procurement & staging
- Full installation services

TRAINING AND SUPPORT

Training and support are critical to the success of your digital signage network and as such, we offer system monitoring, first level phone support, second level onsite services, dispatch services and custom training. As part of our solution, we can accommodate all hosting, network design, and communication requirements. From procurement and staging, rollouts, network infrastructure planning and implementation and advertising management, we work with you and support you every step of the way.

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iMediaT
DIGITAL
Digital Content Comes to Life.

