



Putting Digital Signage to Work For You

# Welcome to Putting Digital Signage To Work For You

Presented by:  
Digital Signage Expo  
and the  
Digital Signage Federation

Tuesday, October 11, 2011

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**Moderator:**

**Chris Gibbs**  
President & COO  
Exponation, LLC



**expo**NATION

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### What to Expect for DSE 2012:

- Two keynote presentations
- 32 seminars
- 11 half and full day educational programs including:
  - Three DSEG Certification courses
  - Third annual Digital Out-of-home Advertising Summit.
- On the Show Floor:
  - 40 industry vertical discussion groups
  - 42 separate workshops
- Largest Technology Showcase in the World!



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### Today's Format:

- Getting Started in Digital Signage
  - Alan C. Brawn, Principal, *Brawn Consulting*
- What's New in Digital Signage Technology
  - Jeff Porter, Executive Vice President, *Scala Inc.*
- Best Practices in Digital Signage Content
  - Adrian Weidmann, Founder and Communications Architect, *StoreStream Metrics*
- Questions and Answers

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# Getting Started on the Right Foot in Digital Signage

*Alan C. Brawn  
Principal  
Brawn Consulting*

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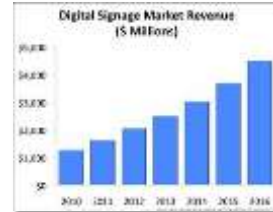


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- Alan C. Brawn CTS, DSCE, DSDE, ISF-C, ISF  
Principal of Brawn Consulting  
Co-Director of the Digital Signage Experts Group  
Vice Chairman of the Digital Signage Federation  
Chairman of the DSE Educational Group on Fundamentals
- Brawn Consulting works with manufacturers, distributors, and resellers and specializes in the creation of educational curriculums and training programs for the commercial AV, IT, and digital signage industries .
- The Digital Signage Experts Group (DSEG) provides impartial, agnostic, and vendor neutral certifications and professional credentials for the digital signage industry.

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- **Understand the market. Digital signage to see 40% growth in 2013, says IMS Research**
  - Growth in the worldwide digital signage market will exceed 40% in 2013, totaling US \$7 billion, according to IMS Research.
  - Global revenues for digital signage equipment and software were US\$5 billion at the end of 2010, and when service and advertising revenue is included, this increases to US\$6.5 billion.
  - In hardware, the primary revenue drivers were displays (including LED arrays), projectors for digital cinema and PCs, contributing US\$4.5 billion.
  - There is increasing recognition that digital signage is a valuable tool for directly interacting with viewers on a one to one basis and providing a compelling additional dimension across all media.



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- **Applications, technology, and price have converged and created an opportunity for market growth**
- The market growth will come through the constituencies that makes up the digital signage market:
  - End users
  - Hardware manufacturers
  - Software manufacturers
  - Distributors
  - Consultants
  - Content creators
  - Advertising firms
  - VARs
  - Design/build integrators
  - Project logistics and installation firms
  - Network and bandwidth providers
  - Network operators
  - Service providers



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- **With all due disrespect to the hardware, software, and even the content creation side of the digital signage equation, there are more failures or “incompletes” in our industry due to poor planning up front than in any other area.**
  - In *Getting Started on the Right Foot*, we will point out the necessity of beginning with a clear objective and knowing up front how the project will be judged in terms of success or failure.
  - Clear expectations of Return on investment (ROI) and/or return on objectives (ROO) must be part of the up front equation as well.
  - The *7 Key Elements of Digital Signage* will provide a way to “connect the dots” on any and all digital signage projects.



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- **Content is not the king!**
  - In the digital signage universe, every day of our lives we hear that “content is king”.
  - As import as good content is, the real “king” of digital signage is the objective of the project.
  - If you cannot clearly state and articulate the full objective before you buy your first display or put a pen to paper for the final proposal you are at risk of failure.
  - More networks fail due to a vague concept and a lack of strategy than all of the other reasons combined.
  - A complete and detailed needs analysis up front provides the “keys to the kingdom”



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- **Understanding the objective.**
  - The entire concept of digital signage revolves around delivering a message more effectively than a traditional static sign.
  - Due to this, understanding the objective of what you are trying to achieve with the signage system is critical, before you can begin the design, and select your hardware or software.
  - Regarding objectives, it is imperative to understand what you want the digital signage system to accomplish, and how it will be judged and evaluated upon completion.
  - The key component to accomplish your goals, is content. You need to know not only the kind of content that is going to be displayed, but perhaps more importantly, the intent of each segment of that content.
  - What is this signage system going to actually be used for? That key question unlocks the direction you will need to go for software, and the application can help lead to what size and type of display you will be looking at.
  - If you do not know the true objective of the system, you cannot design an effective one.

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- **Basic Needs Analysis**
- How many locations/screens are involved?
- What is the environment in which the screens will reside and at what distance viewed?
- How many hours per day will the system be operable?
- Will the system include interactivity?
- In terms of the network, will it be:
  - Local area network or LAN or Wide area network or WAN?
  - Wired, Wireless, or cellular?
- In terms of digital signage software:
  - Software as a Service or SaaS or Bundled software?
  - Content creation inside or outside software package?
  - Will it requires reporting functions?
- Will the system be used for advertng or information or a combination of the two?



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- What types of content will be required?
  - Advertising
  - News "feeds"
  - Financial "feeds"
  - Sports "feeds"
  - Video
  - Flash animation
  - Audio clips
  - MS Office files/images
  - Still images i.e. JPEG, PNG
- How will the content be played back?
- Where will the media player be located?
- Where will the network management reside?
- Who will manage, control, and update the network?



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- **Words to the Wise....**
  - There are several vertical markets to choose from, each with their own unique applications and challenges. Pick one or two but not all
  - One size does not fit all. Offer a customized product for selected vertical markets.
  - Invest in positioning and promoting your choice of vertical markets.
  - Concentrate on “value” to the end user and develop a better understanding of your end-user needs and usage modes for digital signage.
  - Convince end-users of tangible value with measureable ROI and/or ROO.
  - Differentiate yourself by offering compelling end-user solutions rather than simply displays.
  - Form meaningful alliances for products and solutions.



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- **The challenges.....**
  - Customers lack understanding of the systems’ capabilities.
  - With the customer funding it, obtaining the internal support is a challenge.
  - The time period for company-wide roll-out in multi-location firms is long.
  - Both customers and advertisers are still skeptical of ROI and needs more clarity on the importance of ROO
  - Installation costs are still high.
  - Scalability has not been as efficient as hoped.
  - Due to the complexity of the systems, the sales cycle is long.
  - Content design, creation, management and refreshment needs more understanding.

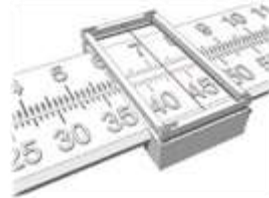


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- **Just remember, there are only three fundamental ways for you to make a sale today:**
  - **Solve a problem for the customer**
    - In order to solve the problem, it is necessary to understand the problem. Do not assume that the customer understands the full breadth of the problem. Your job becomes understanding specifications, features, benefits, and ultimately applications.
  - **Improve the customer's condition**
    - This requires an understanding of the current condition, and the requirement for improvement.
  - **Give the customer added capabilities**
    - Added capabilities can be as simple as helping a customer to do something they already do more efficiently, or give them a new way to improve or increase business.



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- **For those motivated to seek a fast track to digital signage expertise, the DSEG in cooperation with the DSE and DSF and the manufacturers, software providers, and distributors who serve the community have created the following industry certifications:**
- **Digital Signage Certified Expert (DSCE)**
  - A full immersion into the digital signage industry covering the market, applications, design, hardware, software, networks, content, business models and ROI plus selling value in digital signage
- **Digital Signage Sales Professional (DSSP)**
  - For those focusing on sales in digital signage this course covers the market, applications, a brief overview of hardware and software from a sale perspective, content, business models and selling value in digital signage.



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- **Digital Signage Display Expert (DSDE)**
  - The DSDE training program concentrates on specifications and what they really mean, digital signage display technologies, color space and gamut, and display calibration. Proper calibration goes beyond “simply” adjusting some settings on a display. Understanding the nuances of each display and how to provide the “perfect picture” is the foundation of this course.
- **Digital Signage Network Expert (DSNE)**
  - For those wanting to understand how networks operate and are configured, the DSNE is a full immersion from LAN to WAN, covering types of networks, network communications and protocols, network hardware, bandwidth and network speeds plus security along with security policies and procedures.
- The above course are offered at live events around the country and also as virtual courses online.



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- **If you would like more information, please contact Brawn Consulting:**
- <http://www.brawnconsulting.com>
- <http://www.dseg.org>
- <http://www.isfcommercial.com>
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  - [jonathan@brawnconsulting.com](mailto:jonathan@brawnconsulting.com)



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# What's New in Digital Signage Technology

*Jeff Porter  
Executive Vice President  
Scala, Inc.*

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## About Scala:

- World's leading platform for digital signage since 1987
- 250,000 players deployed in over 90 countries
- Software and Services company supporting over 500 partners in a variety of vertical markets and geographies
- Jeff has been with Scala for over 17 years
- Heads the "Experts Group" at Scala
- Also in charge of product management and strategy

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## Media Appliances



- External box or integrated WiFi Countertop Display
- Videos and Still Images
- Low Cost, Solid State
- Connects to either Scala Enterprise or SignChannel

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**Special Offer for FrameChannel users:**

**Upgrade to SignChannel today!**

**10" Countertop Wi-Fi SignBoard**

**Perfect for:**  
Doctor's Offices, Restaurants, Hotels, Pro Shops, Auto Dealerships, Health Clubs, Retail Stores, Corporate Lobbies, Schools and more!

**Super simple to use** ✓  
**Create slides from templates** ✓  
**News, Weather, Sports, Stocks** ✓  
**Upload your own pictures** ✓  
**No commercial advertising** ✓  
**Video playback** ✓

**ONLINE SPECIAL PRICE!**

**Hurry! Offer ends July 31, 2011**

~~\$349~~ **\$99** **with one year contract**

**\$20/month subscription**  
(Early termination fee of \$200 applies)

\*Tax and shipping

Hundreds of templates included!

Create Slide

Select category

Background  
 Channel  
 News  
 Sports and Stocks  
 Photo and Video  
 Video

Channel

Make or Modify Channel

Library

SCALASU

Monday, December 13, 2010

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## Example: CommCaddy



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## Simple to use PC players

Remarkable Firsts:

- Up and running in minutes
- Distributor friendly product
- Simple online training



Break through in ease of use, yet full Scala Player

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Super Simple Setup

- Turn it on
- Enter the code
- Set up account

DONE!



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## Bottom Line:

- Addressing new untapped markets
- Brings digital signage to new users
- Lower barriers to entry
- Low cost and easy to use
- Complements enterprise offerings
- Upgrade path for future growth
- Market validation from HP, Intel, Microsoft

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## Best Practices in Digital Signage Content

*Adrian Weidmann  
Founder and Communications Architect  
StoreStream Metrics*

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## Adrian Weidmann

- 30 years of experience implementing digital media technologies and their business workflows
- Currently designing and activating intelligent, integrated cross-channel digital communication solutions
- Co-authored first industry book, *Lighting Up the Aisle, Principles and Practices for In-Store Digital Media*

[adrianweidmann@gmail.com](mailto:adrianweidmann@gmail.com)

952.474.1099



**store**  
**stream**  
 metrics

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- Content
  - Multimedia elements
    - Video
    - Motion Graphics
    - Audio
    - Color
  - The senses
    - Sight
    - Sound
    - Touch
    - Taste
    - Smell



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- Quantitative video analytic data collected over 12 months.
- Drawn from more than 60 global digital signage networks of varying size and reach.
- Total footfall traffic was approximately 140 million potential viewers.
- Of these, 33 million qualified views were tabulated.
- This translates to an aggregate conversion ratio of 24%

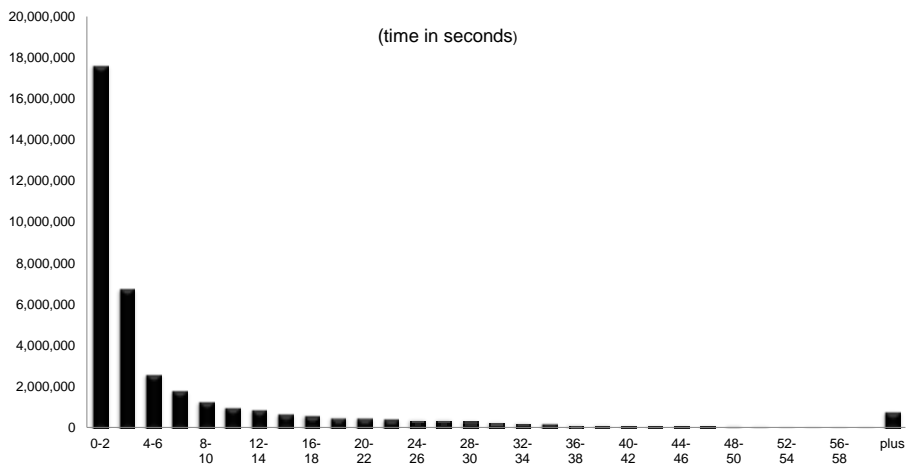
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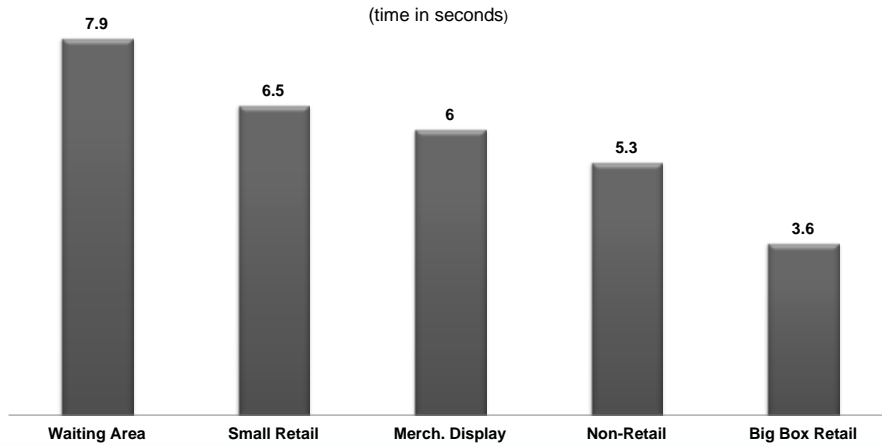
### Attention Time Distribution

(time in seconds)



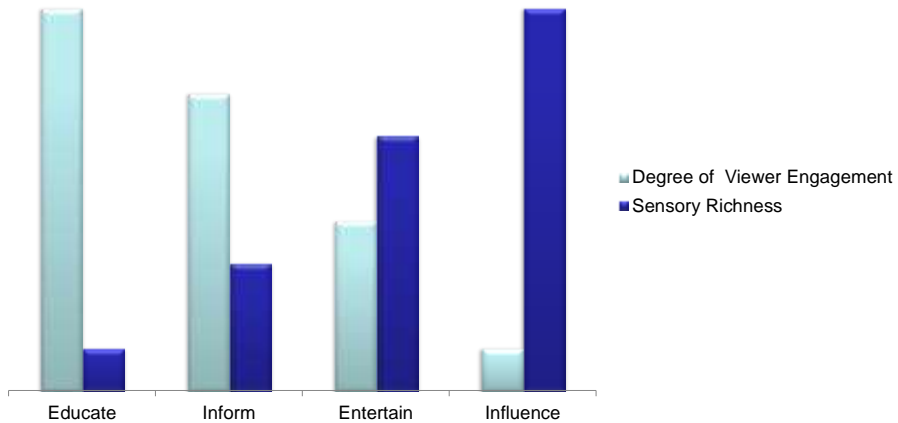
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**Average Viewing Time by Venue**



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**How much Sensory Richness do you need?**



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## Educate and Inform


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Inform and Entertain



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Inform and Entertain (problem?)



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### Entertain



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### Entertain and Influence



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## Entertain and Influence



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## Scent as a compliment to Digital Signage

- Studies have shown that:
  - Shoppers are 30% more likely to recall a brand when associated with an aroma.
    - "Proustian Effect"
  - Slot players spend 45% more in scented environments.
- The International Fragrance Association has compiled the following associations:
  - Buy expensive furniture: Leather, cedar
  - Buy a home: Fresh baked goods
  - Browse longer and spend more: Tailored floral/citrus scents
  - Perceive a room as smaller: Barbecue smoke
  - Perceive a room as bigger: Apple, cucumber

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# Q&A

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**Thank You!**

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