



Top Questions to Ask Potential Digital Signage Vendors

These questions were developed to help healthcare institutions get started in implementing a digital signage project. Use them as a guide as you bid your project.

1. How long have you been in business?
2. What references do you have?
3. What resources do you have to help me with a digital signage pilot project?
4. How much training is available to me after I purchase?
5. Are you a true consultant. I.E. Do you only sell the solution that best fits your method of gaining revenue, or do you truly intend to consult me on the best solution to fit my needs?
6. What OS (operating system) are you running on your signage media players?
7. What OS are you running on your signage server?
8. Is it web based? Does it stream or upload to the media player? In other words, does the content reside server side or media player side?
9. If the server goes down, or Internet is unavailable, will the media players still perform?
10. Are you able to display multiple RSS feeds on the screen?
11. Can the multiple feeds display more than text or are they limited to text? What about graphics?
12. What type of warranties are there on your hardware and software?
13. Does your software and hardware support video wall technology? If so, do you support the third party integration of such an installation?
14. What is the pricing model? Purchase, Lease or SaaS(software as a service)
15. What do I have to do to get a demo and/or trial version of the software and hardware? Is it free?
16. What type(s) of software and/or hardware support do you offer?
17. How does your solution integrate with touchscreen applications?
18. What if I wanted to start small with the lighter version and then grow it from there?
19. What type of scalable discounts can I get if my planned deployment is large?
20. Can updates to your software be done remotely?
21. Do you have remote control of the screens themselves through an RS232 switch?
22. How quickly can you move my project forward?
23. What types of day-parting are available?
24. What types of security features are built into your products?
25. Do you have interactive capabilities? If so, what?
26. Can I perform local content insertion, allowing site managers to create their own messages?
27. Do I have to create my own content, or do you provide that service?
28. If you provide content creation services, what is the cost?
29. What type of pilot programs have you run in the past? What can you tell me that would be beneficial as I seek to implement such a pilot?
30. What type of partnerships do you have for installations?