



# Why Get Certified?

## DSEG Certifications at DSE 2017

### Industry Growth Through Professional Certifications

In today's increasingly competitive workplace, there are numerous benefits to industry certifications. Certifications have taken on a life of their own in medical, legal, architectural, audiovisual and IT industries. It has become an essential part of hiring, job skills training, personal development and advancement.

The Digital Signage Federation, the Digital Signage Expo, and numerous manufacturers, distributors, resellers, and end users have partnered with the Digital Signage Experts Group (DSEG) to bring a comprehensive set of certification programs to the digital signage industry. These courses are designed to bring an individual the education they need, from a fundamental level, to in depth technical training in critical areas of digital signage.

- Industry certifications provide professional credentials and a method of recognizing achievements and knowledge level.
- Certifications improve job performance through increased knowledge and pride in working to an industry recognized standard.
- Certifications create strategic partnerships between companies enabling key alliances, bringing new capabilities and sales opportunities.
- Ultimately, a certification program can increase company differentiation from competitors.

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### About DSEG

The mission of the Digital Signage Experts Group (DSEG) is to advance the level of professionalism within the digital signage community by establishing Certification standards and providing impartial, agnostic, and vendor neutral professional education. Under the direction of an advisory board of recognized industry experts, and in cooperation with manufacturers, suppliers, distributors, designers, integrators, and network operators, DSEG works within the signage industries as well as with the creative community and end users to provide professional development courses that advance best practices for the digital signage industry.

## DSEG Certifications at DSE 2017 - Las Vegas Convention Center

### Digital Signage Certified Expert - March 28, 9AM to 5PM, Room S219

This industry fundamentals course is designed to effectively bring AV, IT, advertising, marketing, and content professionals up to speed in the booming digital signage markets. It will allow you to master the formulas for successful business decisions, content, design, hardware and software selection, network deployment, and ROI/ROO for digital signage rollouts. The course delves deeply into the digital signage market/industry, and closely examines the 7 Key Elements of Digital Signage as continuing points of reference.

### Digital Signage Display Expert - March 28, 9AM to 5PM, Room S220

This deeply technical course recognizes that one size or type of display technology does not fit all. Displays also never perform at their peak out of the box, and we have to understand that simple adjustments are not enough. Each display type has its own personality, and responds to inputs and environments differently. The goal of this certification is to understand the operation of each type of common display technology, their strengths and weaknesses, and how to calibrate them to provide the perfect picture.

### Digital Signage Network Expert - March 31, 9AM to 5PM, Room S219

Networks form the backbone of any digital signage system, allowing the real-time communications that deliver many of the benefits of digital signage to its users. This course delves into the complete fundamentals of IT networking, and how we connect all the different devices we use in digital signage together. It provides a clear path of discovery into the complex world of network construction, function, and protocols. We will also reveal the secrets of ports, bandwidth, and security, allowing those who attend to go from little to no network knowledge, to being able to work with them thoroughly for digital signage.

### Digital Content and Media Expert - March 31, 9AM to 5PM, Room S220

In digital signage, one fact we can all agree on is that content is the vehicle that allows us to deliver the message (and call to action) that is the heart and purpose of every network. The DCME defines content as an effective communication tool, examining in depth what content can and cannot do. Audience impact and relevance are emphasized, as is the need to clearly articulate the objective and create a strategy... ultimately leading to viewer engagement. Rules for good design, understanding cost of production, and contemplating outsourcing are covered. We wrap up with digital signage business models and analytics. The DCME provides a complete fundamental approach to content from which to continue the journey of creative growth.

**Visit [www.digitalsignageexpo.net](http://www.digitalsignageexpo.net) to sign up!**