

Survey Plan for Digital Signage

1. Who is the audience (viewer of the displays)?

- a. Customers
- b. Employees
- c. Visitors
- d. All the above?

2. What information do you want to communicate?

- a. Products or services (advertising)
- b. Current information (news, weather, internal data)
- c. Personalized messages (Welcome Mr. Smith)
- d. Instructions (directions, room schedules)

3. What is the purpose of this installation?

- a. Sell a product (advertising)
- b. Inform the viewer (system status, wayfinding, lobby signage)
- c. Entertain the viewer (waiting lines)
- d. Reinforce a theme (create an environment)

Define the Content

Digital signage allows you to deploy existing assets and efficiently update information at multiple locations. Most customers and or clients don't recognize existing assets that can be deployed through digital signage. In an advertising model, this could be print media jpeg, or bmp files), video (mpeg, mov files), or web content (flash files). Once you have determined whom you want to address and what you want to tell them, you need to decide the most efficient way to deliver the message(s).

1. What existing assets do you want to redeploy?

- a. Web information
- b. System data (database, phone switch, production numbers)
- c. Existing ads (video, print, web)
- d. Live television feed

2. Where does information come from and how many contributors are there?

- a. Do multiple people/departments need to submit information? Where are they located?
- b. Who is the "owner" of the information?
- c. Are 3rd party applications or suppliers involved? (Scheduling system, ad agency)

3. How often is this information updated?

- a. Live information is always updating (system status, messages)
- b. Video files typically have low refresh cycles

What will the installation look like?

Start to define the physical locations and what the audience will encounter at each point. The weakest link in most digital signage installations is the networks that they operate over. This is an area that many sales people and customers avoid. It should not be the focal point of the discussion but you need to address it and identify the resource for future reference. When you demonstrate the solution, you need to have an answer for the network configuration and it must be an answer that IT will accept.

1. How many displays will be required?

- a. What sizes, resolutions and orientations?
- b. Will they have common information or will information be duplicated?
- c. What are the distances between them and where will the PCs be located?
- d. How will the monitors and media players be mounted, ceiling, floor or wall?
- e. Is power available at each install site? How will power be installed?
- f. Is surge protection available to protect the equipment?

2. How will the customer manage the hardware?

- a. Will the Players operate unattended?
- b. Do they need proof of operation?
- c. What are the backup requirements?
- d. Who will procure, deploy and install the equipment?

3. Does this system need to be interactive?

- a. Local input (touch, RFID, contact closure)
- b. Respond to data condition
- c. Interface to external hardware (printer, AMX, Fire & Rescue, etc.)

4. What will the network look like?

- a. What is the network configuration (local LAN, Internet)?
- b. Is IT involved in the project and who is the contact?
- c. Will information be pushed to the Players or pulled down?

What are the skill sets of the users?

A proper digital signage installation requires a solution for content, data and device management. The emphasis on these areas will vary with the objectives of the customer and typically require different skills sets. In many cases, different people will perform different functions. You need to identify who those people/departments will be.

- 1. Who will be responsible for the overall "look and feel" of the content?
- 2. Will there be other contributors to this information?
- 3. Is local input (local messages) from remote sites required?
- 4. Is software training and support required?

Questions?

Sensory Technologies can assist you in assessing your overall needs and recommend suitable solutions to achieve your digital signage goals. Contact Kellie Trautmann, ktrautmann@sensorytechnologies.com.

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