



POINT OF SALE SYSTEMS - Retail, Restaurant, Salons, Grocery, Liquor & more  
*Opening the Door of POS-abilities*

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## WHAT IS **DIGITAL SIGNAGE**?



ACT-POS believes that in order to have a complete solution that offers increased revenue, today's business owner needs to understand that we are no longer living in a static world. Everything changes day by day and sometimes - minute by minute.

With a Multitude of Endless Possibilities for Digital Signage - you can Market to your current and prospective Customer in ways that were not possible just a few years ago.

Video Walls, Video display Panel, Menu Board, Interactive Touch

***Constantly Changing - Constantly Engaging - Constantly Communicating***

What are some common components to most **digital signage** projects?

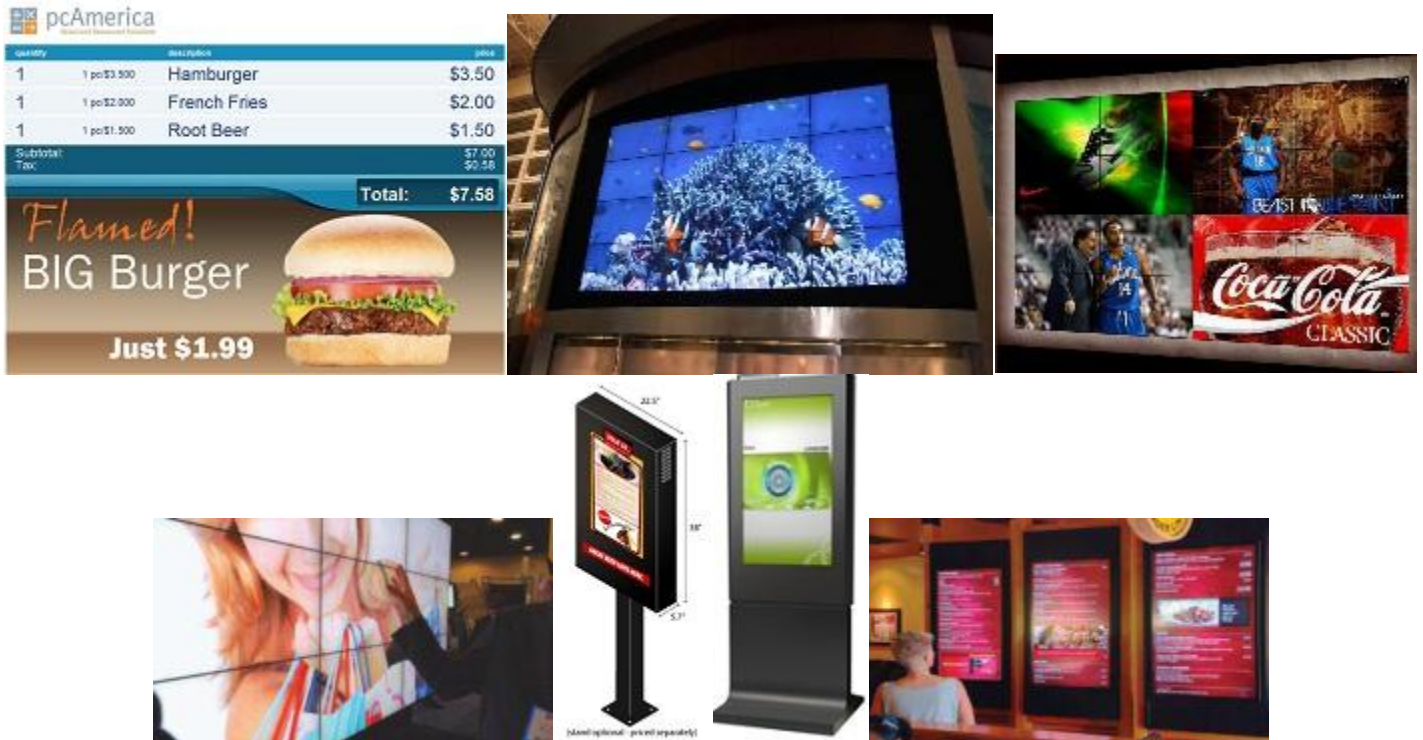
A typical signage project includes:

- Screen – LCD is most common, plasma is good for high quality video with fast moving action.
- Player device – Often a small form factor PC or appliance that runs content and displays to the screen.
- Mounting Bracket– Most often includes wall, pole, ceiling, or movable cart.
- Management Software– To manage media, playlists, schedules and manage each screen/player.
- Networking - Standard IP networking is most common, and management over the internet, cellular or even Satellite is available.
- The Content – Perhaps the most important element! A strategic messaging campaign with media such as video, flash, HTML, Jpeg/Gif graphics, live TV, RSS and more are common.

Technology that moves you forward...

**Digital Signage is everywhere in today's techno-centric world: universities, casinos, banks, hotels, hospitals, doctors offices, conference rooms, grocery stores, fitness centers, public venues, retail and transportation locations. Displays (LCDs, Plasmas, touch integrated, Overlays, thin client displays, etc.)**

## Digital Signage has multiple functions and rewards:



- **Information (flight information in airports or corporate offices to communicate to their employees)**
  - **Advertising (lift in Sales to include in-store promotions)**
- **Advertising by Third Parties (restaurant-based digital signage networks that sell advertising to local merchants/service providers and national advertisers)**
  - **Enhanced Consumer Experience (digital signage in waiting areas and medical content/information in doctor's offices to reduce perceived wait-time)**
- **Impact Customer Behavior (post office digital signage that directs patrons waiting in line to their automated machines and grocers digital signage designed to provide customers recipe information and different areas of the store, increasing the time spent on the store premises (dwell time))**
- **Brand Enhancement (department stores where the digital signage in video form is used as a part of store décor to build a story around a brand)**
- **DIGITAL SIGNAGE gives you the ability to craft a marketing solution based on 'NOW' not yesterday. Contact us directly to see what we can offer and how Digital Signage may work for you.**
- **Digital signage. No other medium makes it possible to deliver compelling content at the right location at the right time for maximum impact. It works whether the goal is to:**
  - **Increase sales and profits.**
  - **Encourage certain behavior.**

**VISUALLY BUILD YOUR BUSINESS TODAY – LET US HELP (603) 627-8728**