Digital Signage FAQs

A full line of reliable, easily integrated end-to-end solutions.

GENERAL

WHAT IS A DIGITAL SIGNAGE SOLUTION?
Digital signage is an effective, dynamic and interactive way to grab people's attention for targeted advertising and information sharing.

WHY USE DIGITAL SIGNAGE OVER TRADITIONAL STATIC SIGNS?
Digital signage not only informs and engages more people through creative presentation, but also reaches them quickly and reliably. It provides the ability to update content remotely and instantaneously. Its approach is to communicate and interact with viewers to improve and enhance their visual experiences.

WHERE CAN I USE DIGITAL SIGNAGE?
Digital signage can be installed in practically any indoor and outdoor public area such as, retail, restaurants, museums, hospitals, colleges, hotels and even corporate facilities—just about in any public space. It can be used in any environment, from a single location, to an entire networked venue.

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WHAT ARE THE BENEFITS OF DIGITAL SIGNAGE?

- Dynamically changes information content at any time according to your business needs
- Enable information to be more adaptable to local markets
- Promotes brand identity at any business location
- Creates a more engaging visual experience to capture the customer
- Influences customers behavior and decisions by providing personalized, relevant and interactive content
- Increases operational efficiency and savings
- Decreases costs by controlling content locally or remotely
- New revenue generation opportunities via advertising
- Environmentally friendly - no paper, no waste

WHAT TYPE OF CONTENT CAN BEEN DISPLAYED WITH DIGITAL SIGNAGE?

- Text and graphics
- HTML5
- Video and Flash with audio
- Event schedules
- Interactive wayfinding and directories
- Weather, news and stock updates
- Alert notifications
- Web pages
- Polls, surveys and contests
- Cable feeds and streaming
- Social media and other RSS feeds

WHERE IS DIGITAL SIGNAGE FOUND? HOW CAN IT BE USED?

Retail — Digital signage can be used in locations such as shopping malls and convenience stores. It is a very effective and manageable method of communicating special in-store pricing, wayfinding to direct guests to areas within a mall or store and advertising the locations of specific items. Stores can also promote their weekly specials in-store more frequently without worrying about producing or managing paper signs.

Corporate Enterprise — A large company—with many buildings—can communicate with its employees about the latest products and company information by using a network of digital signs placed in key locations (cafeterias, elevators, lobbies, hallways, etc.).

Transportation — Digital signage in airports, trains and bus stations makes it easier to update travelers on the real time status of arrivals and departures, in addition to other important notifications. It's also a great way to advertise local businesses.

Financial Institutions — Digital signage can be used to provide customers with updated information such as current interest rates and service offerings. Also allows for the ability to upsell and cross-sell new products and services.

Healthcare — Digital signage allows medical professionals to educate patients (typically in a waiting room) about health issues, or just to provide general information. Digital signage can also be used to present information in a more engaging way than traditional printed signage, which helps make the time pass quicker when waiting for an appointment. Used for wayfinding, digital signage can help guests find their way through medical buildings or hospital complexes.

Entertainment — Movie theaters, arenas and other large public spaces can display show times for upcoming performances, as well as advertise services—such as concessions and related offerings—throughout the building. A museum can also engage its visitors by augmenting a network of touchscreen displays that provide additional information about each exhibit. A theme park can keep guests entertained while waiting in line for rides.

Education — Digital signage offers a convenient and cost-effective way to disseminate information in virtually any educational setting. In universities and colleges, for example, an intra-campus digital signage network can be used to broadcast news, class times, announcements and general information.

Hospitality — Hotel companies can set up a network of digital signs in each hotel and then update them centrally from the home office. This ensures that promotions are advertised correctly and promptly throughout the entire system.

WHAT MAKES UP A
DIGITAL SIGNAGE NETWORK?

WHAT ARE THE TYPES OF DIGITAL SIGNAGE SOLUTIONS?
Solutions range from very simple to very complex. The simplest need may be for just professional display in one location, while multiple locations with multiple professional displays may require a networked solution.

WHAT ARE THE MOST COMMON HARDWARE COMPONENTS?

Professional Grade Display — LCD is most common and is excellent for high quality video with fast moving action.

Content Playback Devices — Often a small form factor PC or appliance that runs content and displays to the professional display.

Mounting Brackets — Most often includes wall, pole, ceiling, or movable cart.

Management Software — Manages media, playlists, schedules and each screen/player.

Networking and Storage — Standard IP networking is most common. However, management over the Internet, cellular or even Satellite is available.

Content — A strategic messaging campaign with media such as video, flash, HTML, Jpeg/Gif graphics, live TV, RSS and more!

Kiosks for Interactive Signage — A touchscreen kiosk houses a computer loaded with graphical user interface (GUI) software to allow users to interact and obtain information, or conduct a transaction.

HOW DO I MANAGE CONTENT?

Content management software sets up the playlists that various media players and professional displays follow. It makes assembling and distributing what goes on the professional display easier and more efficient.

With content management software, you can control the digital signage to determine what message will show up on what professional display at what time. Even if the professional displays are configured into multiple zones, they can play messages within the various frames.

WHAT IF I LACK THE STAFF OR RESOURCES?
Another option is to have your network hosted as a cloud service arrangement. Panasonic will host the cloud service for you. Start-up is quick and efficient, and your IT department isn't buried with yet another program to manage.

HOW MUCH DO HOSTING SERVICES COST?
There is a periodic subscription fee, but upfront costs are much lower. You can create the content yourself or hire an advertising agency help you out. However, Panasonic has a vast, highly experienced network of partners who can create content for digital signage usage.

WHAT DOES INSTALLATION INCLUDE?
Panasonic has resources all around the country that we work with closely to make installation fast and successful. Installation includes:
- Site Surveys
- Mounts
- Wiring
- Testing

WHAT TYPE OF SERVICE AND SUPPORT DO I GET?
Panasonic provides Help Desk support to various degrees from the very basic to the very robust. Support can be tailored to fit your digital signage requirements. We can monitor your network to see if all the professional displays and players are working correctly. If there is an issue, we can walk you through the procedures to fix the problem or we can provide technicians to do the work. Swap out support is also available.

**For more information, contact
877.803.8492
Panasonic.com/digitalsignage
digitalsignage@us.panasonic.com**