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The way to grow your business.

Digital Screens - Explained

1. CUSTOMERS WANT THIS TYPE OF **ENGAGEMENT** TO INFLUENCE DECISIONS

Customers now seek content that's informative and relevant, they also expect it to be delivered to them in a combination of bright colors, motion and sound making digital signage displays the ideal advertising solution.
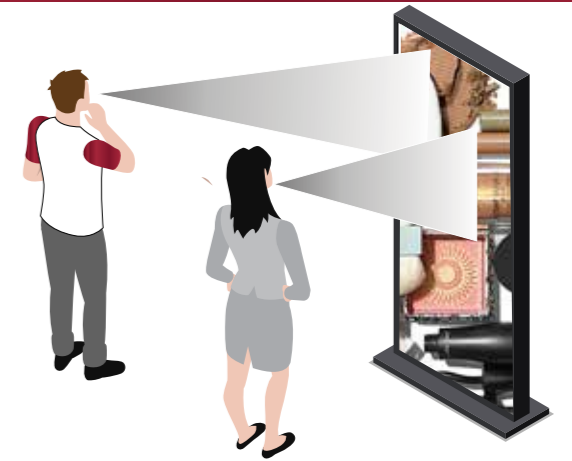
2. UPDATE IS INSTANT AND **REMOTELY CONTROLLED**

Digital signage will play a strong role in a retail environments because of the ability to deploy any content, any time, from any location, making it more dynamic than any other display medium. The fact elements can self-update since content can also include real-time news /weather from RSS feeds and social feeds. The screens can be segmented to run multiple media at one time including video, static images, social media or news feeds making it far more time and cost effective and efficient at delivering information than standard mediums such as print.
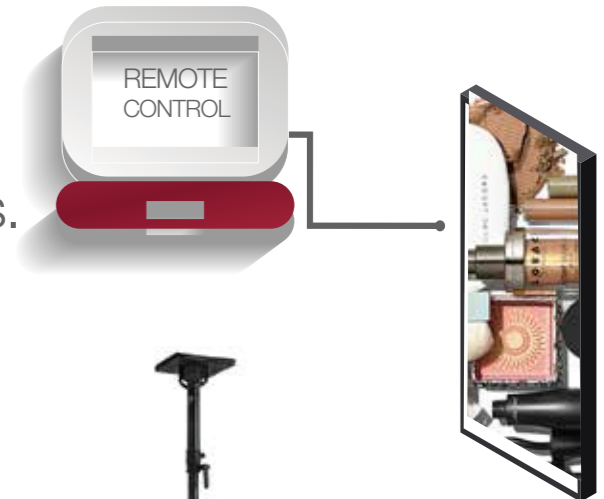
3. REDUCES PERCEIVED WAITING TIMES & OFFERS **REVENUE STREAMS**

Improve customer experiences by creating a source of entertainment, with a captive audience this period of focused attenion could be invaluable in advertising new product or services, store promotions or important customer information. This is also a great platform for relevant 3rd partys to advertise, offering a revenue stream or a partnership that will benefit both partys.

4. CONTENT CAN BE PRODUCED **INEXPENSIVELY**

As screens remove print and delivery costs with zero lead time. MP4's, JPegs & youtube links can be produced by staff from simple user friendly packages like powerpoint, imovie or similar. Although some professionally designed content is recommended RSS feds or images/text can be inserted in professionally designed templates and uploaded by staff with a very little training.

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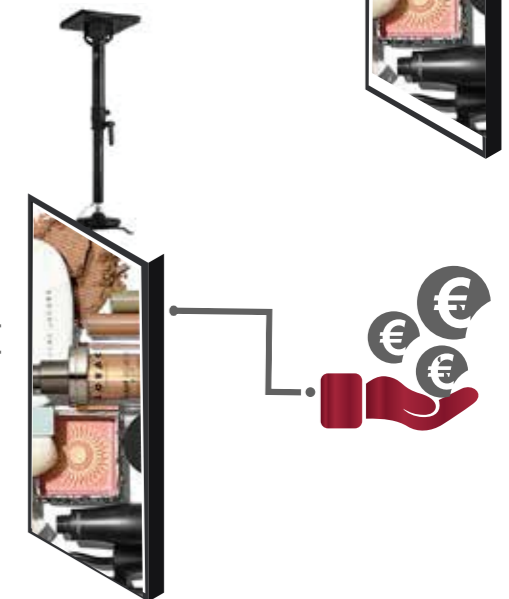*we offer advice, graphic design, fabrication and installation*

Google Sheets

How Is The Screen Installed?

There are a number of options for fitting screens, we can advise on the options and help you select the right solution for your store based on a site survey and a review of requirements.

Wall Mounted Screens

Technically this type of screen only requires a wall bracket which is very cost effective however some customers have chosen to enclose their screen in a custom aluminum housing painted their colour of choice to hide brackets and cables.

Wall Bracket
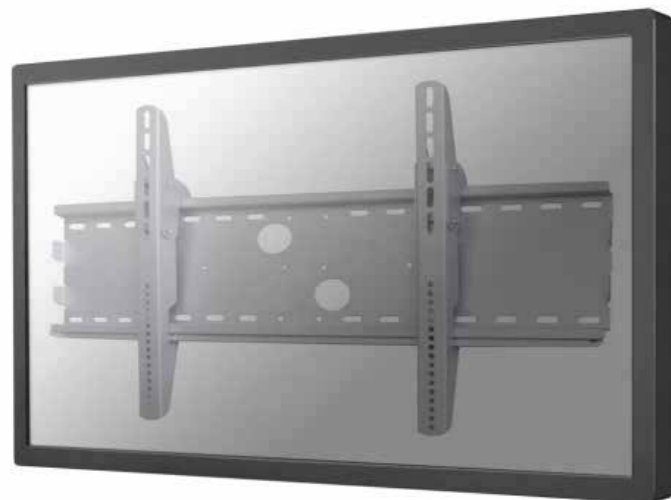
Wall Bracket & Aluminium Cover Unit

Window Suspended Screens

- Telescopic Arm
- Aluminium Profile Floor Stand
- Totem Unit
- Custom Design Unit

A telescopic arm is by far the most cost effective of the options to suspend a screen in the window. The option chosen will come down to many factors such as budget, overall interior design plan, are other functions required from the window area that could be incorporated with the screen into a custom designed unit

Telescopic Arm

Freestanding Totem

Custom Designed Screen +Shelve Unit

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Internal Digital Signage Displays   Standard Brightness Screen - Pricing

BRIGHTNESS (TYPICAL)700 CD/M²

SIZE	DIAGONAL DISPLAY	UNIT €	MOUNT*	SOFTWARE**	INSTALL***	CAT6	CONTENT PACK	TOTAL €
Standard	43" Active Display Size 529.25mm x 940.89mm	1199	199	245	300	300	300	2543
Large	55" Active Display Size 604mm x 1073.8mm	1999	199	245	300	300	300	3343

Window Digital Signage Displays   High Brightness Screen - Pricing

HIGH BRIGHTNESS 2500CD/M2

SIZE	DIAGONAL DISPLAY	UNIT €	MOUNT*	SOFTWARE**	INSTALL***	CAT6	CONTENT PACK	TOTAL €
Standard	46" Active Display Size 1018.08mm x 572.67mm	2999	199	245	300	300	300	4343
Large	55" Active Display Size 1209.6mm x 680.4mm	4299	199	245	300	300	300	5643
X Large	75" Active Display Size 1650.24mm x 928.26mm	11995	199	245	300	300	300	13339

Prices listed are guides and excluding VAT @ 23%, prices may flucuate based on site survey and currencys. Please request a quote 01 8623852

MOUNT* : Based on a telescopic arm

SOFTWARE** : Based on an annual subscription to www.signagelive.com

INSTALL*** : Based on Dublin or Lenister region, approx €300 - €600 depending on nationwide location and number of screens

CONTENT PACK: Starter content professionally designed by a Signarama's graphic designer. Range in price from approx €150 - €400 depending on the quanity of slides, video etc

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The screens ability to work effectively outdoors will be determined by the Nit value of the screen. We recommend 2500 Nit for optimum results for sun facing screens.

Nits (or, Candelas/m2) is a measurement of the brightness of light. One nit is equal to 1 Candelas. You will also hear the term lumens when screen brightness is discussed.

The Nits output is reflected in the price of the screen, the higher the Nits value, the more complex the technology therefore the higher the screen unit cost.

High brightness screens are designed to offer high brightness and perfect visibility without compromise in

- high ambient light indoor environments

- retail storefront windows where sunlight can be very strong

Standard indoor screens operate at only 500nits - 700nits in comparision.

55" 700 Nit Standard

55" 2500 Nit High Brightness

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Top 4 Ways to Maximise Screen Investment

INVEST IN THE RIGHT SCREEN

A
HOW IMPORTANT IS THE SCREEN I BUY ?

A Window Facing ...has to be high brightness! Yes its a larger investment, double the cost of the standard screen but the difference is substantial and delivers more bang for your buck. A high brighness screen will compete with day light, so effective night and day 24/7
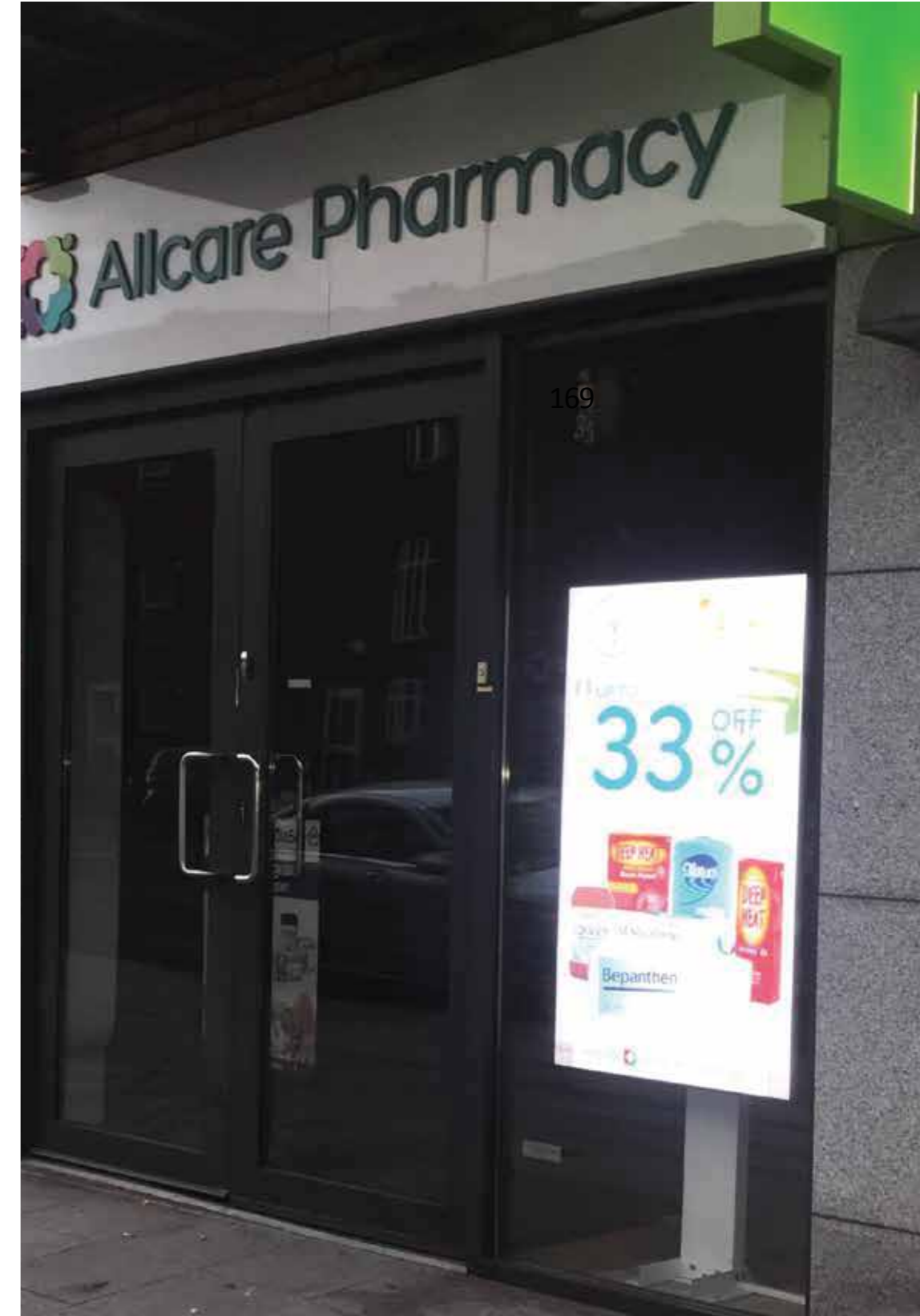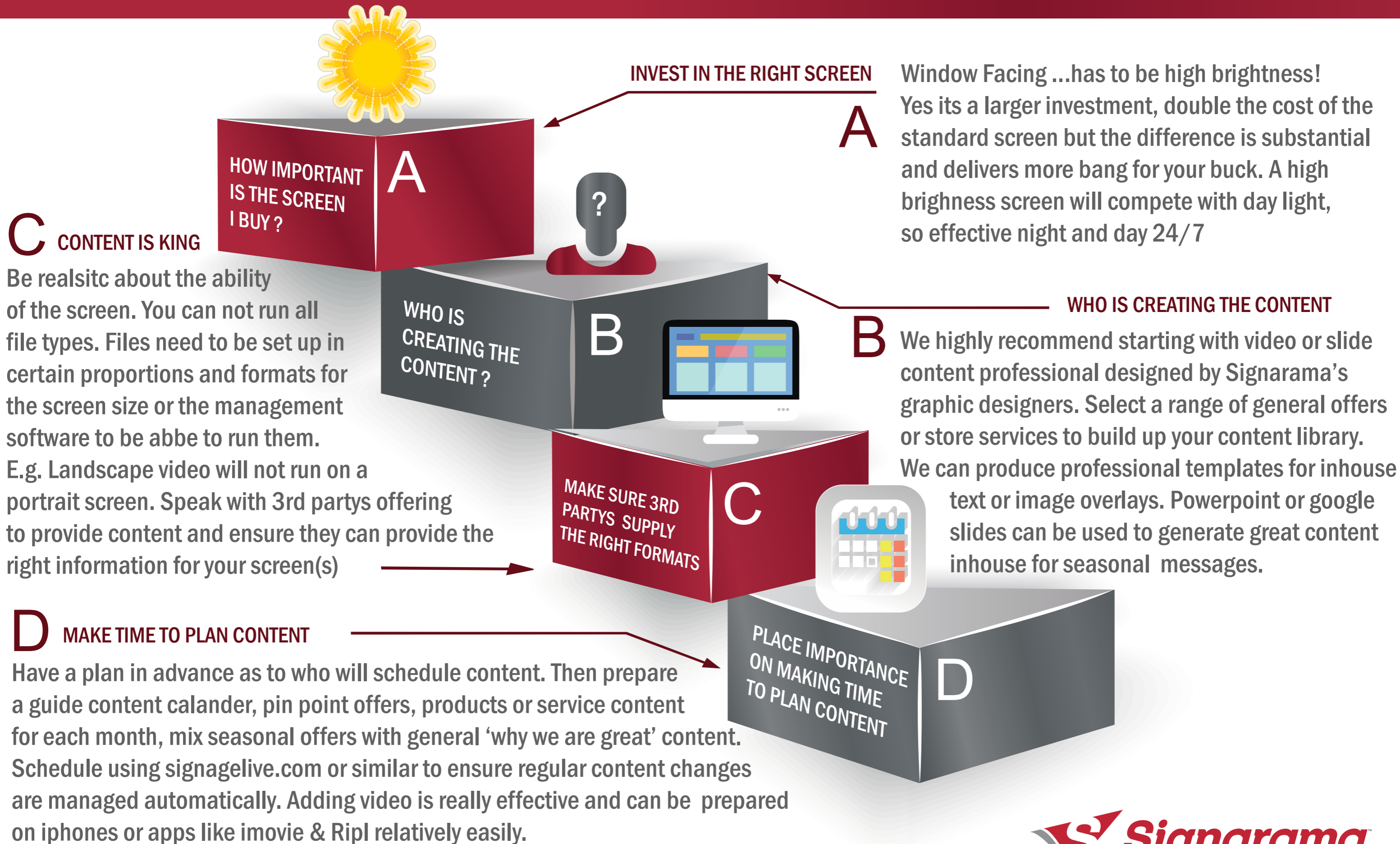
C CONTENT IS KING
Be realsitc about the ability of the screen. You can not run all file types. Files need to be set up in certain proportions and formats for the screen size or the management software to be abbe to run them. E.g. Landscape video will not run on a portrait screen. Speak with 3rd partys offering to provide content and ensure they can provide the right information for your screen(s)

B
WHO IS CREATING THE CONTENT ?

WHO IS CREATING THE CONTENT

B We highly recommend starting with video or slide content professional designed by Signarama's graphic designers. Select a range of general offers or store services to build up your content library. We can produce professional templates for inhouse text or image overlays. Powerpoint or google slides can be used to generate great content inhouse for seasonal messages.

C
MAKE SURE 3RD PARTYS SUPPLY THE RIGHT FORMATS

D MAKE TIME TO PLAN CONTENT
Have a plan in advance as to who will schedule content. Then prepare a guide content calander, pin point offers, products or service content for each month, mix seasonal offers with general 'why we are great' content. Schedule using signagelive.com or similar to ensure regular content changes are managed automatically. Adding video is really effective and can be prepared on iphones or apps like imovie & Ripl relatively easily.

D
PLACE IMPORTANCE ON MAKING TIME TO PLAN CONTENT

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If you feel a digitial screen is right for your business Call 01 8623852 today for a chat. We can organise to call to your store(s) and review the best options and arrange a quote

1. Identify **where** the screen would deliver best results to a captive audience optimum locations: Q system, waiting area or good footfall = front window

2. What **size screen** would work best 43"/ 46"/ 55"/75"? Do you need to **suspend** from the ceiling or **free stand** on the floor, what budget do you want to allocate to support mechanism (basic or custom)

3. Do you have **CAT6 cables** already in place so it can be networked easily?, screens can work off WiFi but we recommend cables for best connections

6. Would you need **portrait or landscape**?

7. Think about the **content** - do you have images or video prepared already or readily available. This might help decide which format : landscape V portrait

8. Decide on the **brightness,** indoors standard 700nit or window facing 2500nit

9. We recommend using a content management software e.g. **www.signagelive.com,** this will not produce content but will help schedule and control screens remotely so it operates automatically

10. Decide what staff will **upload the content,** recommend trainning 2-3 persons including the business owner so never reliant on one person.

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