

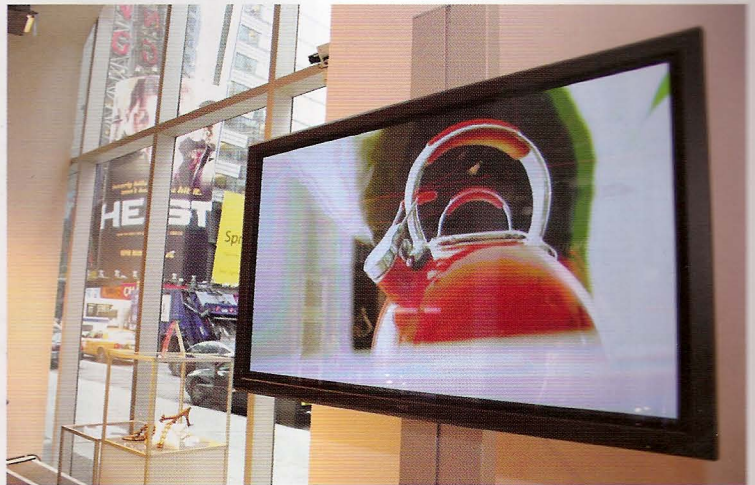
■ ■ ■ Five Steps

Choosing the right digital signage system

5 steps to help plan the deployment right for your venue and your budget

1. Define your goals and objectives

What do you want to achieve? Ad revenue? Increased product sales? General branding? Different types and placements may be necessary for each.



Even showing a simple image on a single screen, such as this display at a JCPenney location, can represent dozens of complex choices.

2. Clearly define the content

Who will create it, how it will be managed, how it will be presented, etc.? The success of any digital signage system is determined by the content and presentation. Do you have internal resources and expertise, or will you need to outsource content creation?

3. Invest the time to understand your options

LCD vs. plasma? Zones? Dynamic content? Remote management? Playback verification? The options will seem limitless, so taking time to sort through them is imperative.

4. Involve all the appropriate stakeholders

The I.T. department might be one of the biggest ones, depending on the type of infrastructure you choose.

5. Decide how to implement the solution

Based on your deployment size and scope, decide if you can implement it in-house or if you need the help of a professional integrator. The more dynamic and complex the system, the more complicated the implementation and ongoing management — and the more likely you'll need outside help.

Excerpted from "Choosing the Right Digital Signage System," a free white paper written by DigitalSignageToday.com editor Bill Yackey and sponsored by Black Box Network Services. Available here: http://www.digitalsignagetoday.com/white_paper.php?id=197.