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Digital Signage Needs Assessment

Digital Signage is the use of Remotely Controlled Large Flat Panel Displays to communicate with captive audiences .

How can This System Best Fit your needs? Sell/inform/direction/entertain /Short and Long term goals

Who will the Project Coordinator be? IT/Admin/Operations/Executive/Marketing

Who will the ongoing Private TV Network Manager be?

What results are envisioned from display of your customized content? Increase sales, inform, entertain

Technology infrastructure? Mac vs PC – net access for each screen/ P2P/Server/WAN - Ethernet 100 or 1Gig or WiFi (encrypted or open).

Connectivity What type of internet access do you currently have? What is the speed and is it available and accessible for our system? Type of LAN?

*If multiple locations, what is the connectivity platform? Frame Relay, VPN over the internet, extended WAN?
Number of displays and number of video controllers to serve your audience?*

Who & how many individuals will need instruction on the use of the web interface to update the modifiable zone of your display?

Displays Desired? Plasma/LCD/Front Projection/Interactive Kiosk/Existing TV' s

Viewing distance/d é cor considerations/On and Off display controls/hours of operation

Site secure for equipment?/Environmental concerns [heat/sound/light]

Video Features: Full motion video/Static /PPT slides\partitioned vs. full screen/Audio[managed sound level systems?]

Total budget for your ideal system?/Installation timing?

Real time data: sports/news/finance/weather/custom data base [rss feeds] needed?

Is there anything I should know that we have not discussed yet?