

EBOOK | PART 1: GETTING STARTED

Define your vision and objectives for digital signage



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LEVEL UP!




What is digital signage?





Digital signage is literally everywhere and it's growing. This industry is fueled by rapid technological developments such as the Internet of Things, resulting in easy to use hardware and software, and affordable solutions as well. This has made it more accessible but also attractive for different types of organizations to look into implementing a digital signage solution.

Introduction



Nevertheless, implementing a digital signage solution is a comprehensive matter because of the multiple aspects included. It can be challenging to know where to start with your digital signage project and what to take into account when considering a Samsung Display Solutions product. To get this clear it's important to understand the technology of digital signage and its purpose. Also, for an organization to adopt digital signage it is necessary to know what the benefits of digital signage are and what the signage possibilities are for the future.

Introduction



Set goals

Digital signage is a medium that is often used to convey internal communication, increase revenue, enhance customer service, and promote brand awareness.



Planning is key

Asking yourself the right questions upfront is critical for the success of your first digital signage project.



Be Future-proof

Organizations that will adopt future-proof digital signage in the next five years will be at a competitive advantage.



Insights


LEVEL UP! | What is digital signage?

EBOOK PART 2

Did you already have your objectives written down, and ready for the next step? Click above to download the ebook Getting Started with Digital Signage. Need to haves and 9 practical steps.

You can't drive down the road, walk into a restaurant, head to an airport or even visit a school without seeing digital signage. Because it's all around us, the name is a catch-all for all kinds of different technology being used in lots of different ways for different digital signage purposes. Digital signage displays are used for the relaying of any number of types of information such as the news, live weather, menus, flights, calendars or advertisements for example.





Digital signage can consist of any size screen - or a network of displays - broadcasting any type of content for any reason. That's an incredibly broad description and one of the main reasons that the average person is looking to install a digital signage solution can get easily confused. And that's why it's good to elaborate a bit more on the common uses for digital signage.

Summary

Three signage categories

Typically, signage can be divided into three categories: entertainment and video, audio and visual and informational and directional.

These three categories can overlap (and they often do) and are the most common ways that organizations leverage digital signage in their daily operations.

Combine entertainment and video

Signage is used to share content that keeps the viewer engaged and entertained. The hospitality industry for example will use digital signage to share live television broadcasts, such as sporting events, as well as special offers. Other businesses, such as dental offices or a town hall, use signage to display content such as news broadcasts or television programs to help waiting customers pass time between services.

Reach audience with audio and visuals

Many organizations and businesses use displays and audio equipment for internal meetings, training, and daily communications with their employees and clients. Digital signage is also used in larger external settings, such as university lecture halls and classrooms, museums, zoos and other settings.

Present persuasive and guiding directions

Signage provides information to the user such as directions, schedules, important updates, and special offers. Airports push instant schedule changes and travel advisories to travelers, as well as directions to various areas of the airport. Hospitals frequently use digital displays to share guidelines and directions to different wards.

Signage categories

“Digital signage can consist of any size screen or any type of content. That gives an incredible amount of possibilities.”





How does digital signage work?

Digital signage's content is powered by a media player or system-on-a-chip which pushes content such as digital graphics, video, streaming media and information to a display. Users can then manage and edit the content with a content management system, either on-site or within the cloud to change up content on the fly.




Digital signage is accessible in two ways:

Cloud-based digital signage solution:

are accessible via the internet and the content exists on a server hosted in the cloud. The benefit of a cloud-based solution is that content can be uploaded (securely) and edited anytime and anywhere and often. This also offers increased scalability, as an updated display can be pushed out to multiple screens simultaneously at the touch of a button. Cloud-based solutions are often subscription-based, which offers more flexibility for your organization.

Premise-based digital signage solutions:

on the other hand, are hosted locally. The content and software are contained in a server hosted by the company. This allows for total system and maintenance control. Do you prefer this control? Premise-based is your go-to. When your organization wants no or less outgoing data, and prefers to keep everything in-house, on-premise is also your best option. Keep in mind that with this option you will have a single buy for the licenses.



When making use of Samsung Smart signage displays you have access to a complete digital signage content management software solution of MagicINFO™ Cloud, which is easy to connect with built-in player in Samsung Smart signage displays. This cloud-hosted and managed service provides an easy, reliable and affordable web-based offering for the creation, scheduling and delivery of content across digital signage networks. This means a single-point platform to create and distribute content, remotely and collaboratively.

Smart signage

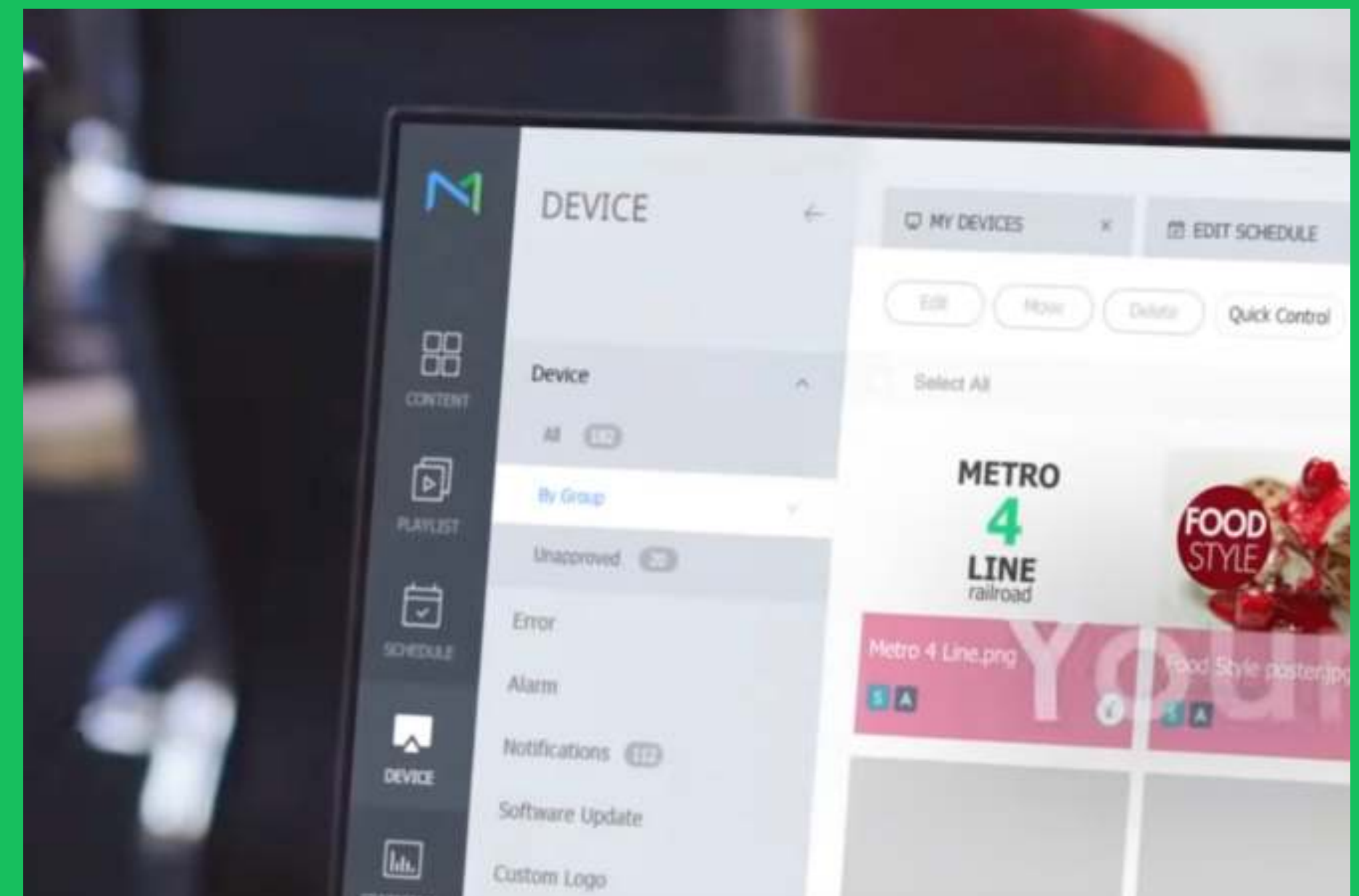
READ ME

Curious which display can work with MagicINFO? Read more by clicking the button above.

“In the cloud for optimal flexibility
or on premise for optimal control.
First set the objectives, then create
the best possible solutions.”

Smart signage

LEVEL UP! | How does digital signage work?





Complete CMS

When making use of Samsung Smart signage displays you have access to a complete digital signage content management software solution of MagicINFO Cloud.



Easy to connect

The CMS is easy to connect with built-in player in Samsung Smart signage displays.



Reliable and affordable

This cloud-hosted and managed service provides an easy, reliable and affordable web-based offering for the creation, scheduling and delivery of content across digital signage networks.



One platform for collaboration

This means a single-point platform to create and distribute content, remotely and collaboratively.



Smart signage

LEVEL UP! | How does digital signage work?


WATCH DEMO

Discover how you can level up your reach! Watch the MagicINFO software demo by clicking the button above.



**Define and prioritize
purposes of signage**





One of the first steps to take when setting up your digital signage project is to determine how you want to use it for your organization. So ask yourself; what is the objective of my digital signage project? You may find out that your solution can serve multiple purposes. Knowing this early in the process can save you time and money when it's time to install the hardware. The following are just a few ways of how digital signage is deployed across a variety of industries for several purposes.

1

Define how signage serves your goals.

2


Prioritize the objectives.

3

Think of the balance in video, text and automation possibilities.

Internal communication

Many organizations will use digital signage to connect with their employees and communicate important information. This can be motivational, important dates or statistics, changes to operations or any other information that needs to be shared. Signage is effective to boost employee morale and keep the organization up to date on vital information.



Of course, long-established solutions such as mass emails and face-to-face meetings can also be utilized to keep the staff informed, but digital signage offers a new tool. It is also known that internal communication is a growing area of both opportunity and concern for many small-to-medium enterprises (SMEs).

77%

of people say that being updated about company news helps their job performance, yet,

29%

say that their company's current method of internal communication is not effective.

“And that’s where digital signage comes into play. Utilizing modern technology is an efficient way to communicate important information and transform into a smart workplace as well.”

Summary

LEVEL UP! | Define and prioritize purposes of signage



Wayfinding

When people enter their buildings they want to know where they're going - fast. Digital wayfinding helps them unlock access to every designated public area, without having to wait at reception first. Today, directional signage, interactive maps and other tools are used to help guide customers through offices, hospitals, shopping malls, hotels, educational facilities, and travel hubs. When placed strategically, the wayfinding signage becomes an irreplaceable resource that helps visitors save time, reduce stress, and improve their overall experience, as well as learn more about the organization.

Digital signage offers the possibility to create and display detailed directions and building layouts in a personalized and modern format with 3-D maps and highlighted routes. But it also allows you to track important metrics and data. You are able to see the destinations that are being searched for most and the areas that receive the most foot traffic - data you can use to create new marketing strategies.

LEVEL UP! | Define and prioritize purposes of signage



Brand experience

Today's consumers also expect increasingly digital experiences, whether while shopping, banking, dining out or just carrying out other day-to-day tasks. Brands that do not adopt digital trends may be viewed as old-fashioned and less competent than their more digitally savvy counterparts. This can impact consumer trust in a brand, with those being viewed as more modern also being seen as more trustworthy. Digital signage is a key element of any modern customer experience and can be used to elevate the perception of your brand. For example, large, impressive interactive videowalls in a bank convey a sense of innovation and wonder, while interactive self-ordering kiosks in a quick service restaurant or retail store allow customers to interact with your brand in a way that echoes the e-commerce experience found online.

Did you know that customers who interact with digital signage report that they have

46% higher satisfaction?

Advertising

400%



It's quite impressive; digital displays capture more views than static displays! So rather than relying on traditional posters, billboards and flyers, many different industries begin to understand the power of this flexible, easy-to-update medium to advertise sales and get their (potential) customers excited. Digital signage is used in hospitality, travel, retail, food service and other industries to create engaging, fast-paced, and targeted messages that deliver the best return on investment (ROI) for businesses.

8/10

Did you also know that **8/10** claim to have entered a store simply because a digital signage caught their attention?

POS marketing and digital signage

Good point-of-sale marketing (POS marketing) and signage keep customers engaged and interested while they are waiting in line, which makes for a better customer experience. It also can serve as an opportunity to reinforce their decision about the product they are purchasing, and even upsell them on a potential add-on purchase. But it can also be utilized to educate customers about a brand membership or loyalty program. Furthermore, new or upcoming products can easily be promoted as well.

LEVEL UP! | Define and prioritize purposes of signage



Digital out of home

Outdoor digital signage offers lots of opportunities and benefits for businesses that implement it as part of their marketing efforts. Instead of designing single-use banners for a revolving door of promotions, you can easily change and update promotional content on your digital display.

Digital signage allows you to eliminate unnecessary waste and keep your guests up-to-date on promotions, events and any other relevant information you want to push to a broad audience. Digital Out Of Home (DOOH) can be programmed with easily updated rotating messages with no need for lots of marketing expertise.

LEVEL UP! | Define and prioritize purposes of signage






“The digital signage market is already huge and is growing day by day. There are numerous reasons why digital signage is really a profitable investment.”

Summary

LEVEL UP! | Define and prioritize purposes of signage

LEARN MORE

Still doubting why you should get digital signage? Click the button above to see 3 top reasons why you bring in digital signage.




So now it's time to actually get started with your Samsung digital signage project. Still seems a bit overwhelming? Don't worry, follow up on the next practical steps and your digital signage project will be a guaranteed success.

First step: create a digital signage project plan

A project plan for your digital signage project is a powerful communication tool within the team throughout the project.

Getting started



It will serve as an important written reference for the project manager, team members, and external stakeholders. These plans also help to mitigate risk and maintain quality at all stages of the project — from planning to completion. If you're thinking, “well, that sounds really formal and serious”, don't be intimidated. Follow these nine project management steps, and you're well on your way not just on how to plan your digital signage project, but also to execute your project successfully.

Getting started



State the objectives of your digital signage project



Elaborate your digital signage project plan



Build your content strategy




Determine the right hardware



Investigate the software solution you want to use



Decide how future-proof your digital signage solution should be



You will experience that a digital signage solution can be a great addition to your organization. By elaborating these steps you can ensure that you deploy a well-designed, purposeful, secure, cost-effective and future-proof system that will serve your organization for many years.

Learn all about the nexts steps in the **ebook about Getting Started with digital signage - Need-to-haves and 9 practical steps.**

Summary

GET EBOOK PART 2

Dive deeper in the next ebook 'Getting started with digital signage' by clicking the button above.

About MagicInfo Services

MagicInfo Services is the knowledge platform for Samsung digital signage software and official distributor of MagicINFO licenses and cloud solutions. With a team of MagicINFO experts the company supports every MagicINFO end-user with high quality support, consultancy and additional signage solutions.

Complete platform for digital signage

Samsung's MagicINFO is an all-in-one smart, intuitive content creation, data and device management solution included with every Samsung Display Solutions product.

It provides end-users with a suite of creative tools to make content creation easier and manage displays from one central point. Now with Samsung's enhanced data management options, you can also analyze your data and automate promotions, so you can work smarter, reduce costs and grow your business.

With MagicINFO Premium you can schedule and create your content where and whenever you want. From one central location, from one to thousands of connections.

The advanced possibilities and low costs make MagicINFO Premium one of the most versatile and cost-efficient solutions in the market. MagicINFO Premium is an author, server and client (native app) combined.

WATCH DEMO

Discover how you can level up your reach! Watch the MagicINFO software demo by clicking the button above.

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