



Digital Signage Buyer's Considerations

Before choosing digital signage software and hardware components, it is important to decide on some guiding objectives of your sign system. Here are some common strategies:

- Green initiatives (i.e. reducing carbon footprint)
- Waste reduction (i.e. paper)
- Staff reduction (i.e. automated sales assistance)
- Cost reduction (i.e. print, labor, etc.)
- Increasing operational efficiency initiatives
- And increasing communication effectiveness.

Once objectives are established, it's important to determine what features apply to your digital signage application. Here are some questions that will help you determine what product features you need to meet your objectives:

1. What is the intent of the display?
 - a. To educate staff
 - i. Up to the minute stock tickers?
 - ii. If ticker's desired, is real-time necessary or 15-minute delay ok?
 - iii. News
 - iv. Weather
 - v. Corporate Policies
 - vi. Corporate Statistics
 - vii. Corporate News and Events
 - viii. Others _____
 - b. To entertain staff
 - i. Cable TV PiP Windows (ESPN, Fox, CNN, Weather, etc..)
 - ii. Entertaining Videos
 - iii. HR Content
 - iv. Others _____

- c. To educate customers
 - i. Up to the minute stock tickers?
 - ii. News
 - iii. Weather
 - iv. Corporate Policies
 - v. Corporate Statistics
 - vi. Corporate News and Events
 - vii. Others_____

- d. To entertain customers
 - i. Cable TV PiP Windows (ESPN, Fox, CNN, Weather, etc..)
 - ii. Entertaining Videos
 - iii. Corporate facts
 - iv. Others_____

- 2. Do you have a broadband connection available for the digital signage system?
 - a. If so, what type?

- 3. What kind of media do you want your digital sign to display?

- 4. Do you have other special media requirements?

- 5. Where do you want to mount the media player?

- 6. How many channels (individual content) do you need?

- 7. How many displays do you need?

- 8. What size of displays are you requiring?

- 9. What type of space are the displays to be mounted?
 - a. Seldom used conference room
 - b. Busy conference room
 - c. High traffic commons (hallways, landings, lobbies, etc...)
 - d. Cube farm
 - e. Other _____

10. Who will see the display?

- a. Staff
- b. Customers
- c. Both
- d. Other _____

11. Will there be a different audience at different parts of the day?

- a. Who & When _____
- b. Who & When _____
- c. Who & When _____

12. Do you want interactive screens, passive displays, or both?

13. Is there a CATV source coming in? Is it a single cable feed that a cable ready tuner can handle? Are they in baseband after a cable box?

14. Is there an equipment room with an existing rack for video equipment, or do you intend to install a media player behind each display?

15. Multiple signs may need signal distribution technology using either CAT-5/6 wiring or fiber cable. Who will provide this technology and hookups?

16. Do you prefer a vendor who can quote turnkey packages or just the components?

17. Finally and most importantly, who will provide the digital content, manage the digital sign system on a daily basis, and be responsible for its ultimate effectiveness?

Once you consider and can answer to some degree this basic information, you are ready to go shopping for digital signage. Remember: your quest for digital signage should be driven by your objectives. This will give you the greatest degree of assurance that everything you choose from suppliers will be properly matched to meet your needs.