

BINGO AND GAMING APPLICATIONS

Customer facing, brand messages, internal communications and 3rd party advertising

For bingo and gaming establishments, digital signage can play a dual role, by not only building brand loyalty through customer service messaging; but also generating new revenue from partner program ad sales.

Digital signage networks provide gaming venues with the opportunity to build brand loyalty by offering exceptional service to guests, visitors and players via real-time targeted messaging.

Besides viewing internal promotions for upcoming events, a player's "dwell time" can be filled by viewing timely messages from select and approved "partner" advertisers, like area amenities, nearby attractions, professional services and much more.

For gaming venues, digital signage networks increase a visitor's sense of well-being and provide the utmost in customer service, thus stimulating customer loyalty.



WHAT DIGITAL SIGNAGE CAN DO:

- Promote new games and special offers
- Tell customers about loyalty programs
- Provide information about upcoming events
- Highlight recent jackpot winners
- Provide ad revenue from affiliated "partners"
- Display welcome messages for special groups
- Quickly broadcast emergency alerts
- Do all of this at an affordable price

Digital Signage works!

- Information presented on digital signage has a 37% higher retention rate than that of standard printed materials.
- Impulse purchases are doubled when customers are exposed to digital signage.
- More than 75% of purchasing decisions are made in-store, and digital signage can put the most relevant items in front of the customers.



Visit our website today to find out more about the advantages of digital signage

EDN offers our clients an affordable, turnkey solution for using digital signage to engage, inform and influence their clients and prospects.



Digital signage is **COST-EFFECTIVE**

Eliminating the need to print and distribute static signs each time your message or campaign changes saves on costly printing and distribution fees. Operations can be done in house or outsourced. No heavy logistics. No more hours lost reprinting outdated or erroneous materials.

Digital Signage is **CENTRALIZED**

Control all of your screens from one central location, ensuring quality and consistency, while requiring minimal resources to operate your digital signage network.

Digital Signage is **FOCUSED**

Your content dynamically changes to deliver a focused message to your targeted audience at each point of playback (location).

Digital Signage is **DYNAMIC**

Digital signage can be interactive and dynamically changed to meet the demographics of your audience.

Digital Signage is **VERSATILE**

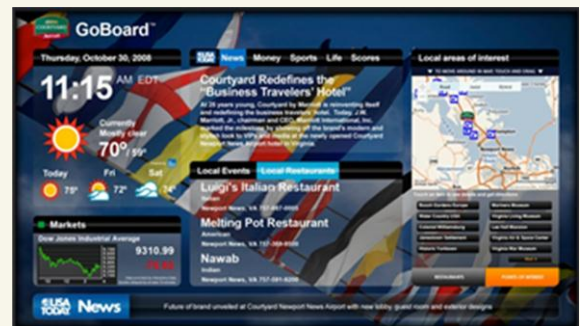
From menu boards, to bank and corporate lobbies, to airports, to dental and medical offices – digital signage offers a versatile solution for you to communicate your message to your audience. Start with one digital sign and later expand to several.

WHAT IS DIGITAL SIGNAGE?

Digital signage is a network of customizable displays that can be controlled electronically using a computer, allowing content to be changed remotely for the most targeted messaging possible.

Digital signage is used for a wide variety of purposes including customer facing and employee facing applications such as advertising, enhancing customer or employee experiences, influencing audience behavior, brand building, interactive kiosks, up selling products and services, etc.

Deployments can be found in such diverse locations as retail outlets, doctor's offices, restaurants, corporate and school campuses, sports venues and even gas stations.



Digital Signage is **ATTENTION GRABBING**

Getting the attention of your audience is the most important part of any display. With “video-like” digital signage, viewers are not only more likely to notice your dynamic sign but research shows they are more likely to receive the message and act on it.