

# PROFESSIONAL APPLICATIONS

Customer facing, brand messages, internal communications and way-finding

*Digital signage can enhance productivity and quality through internal, efficient corporate communications.*

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 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.



The advantages of utilizing dynamic digital signage are profound. One significant advantage digital signage has over traditional printed materials and static signs are the ability to change messages in "real time" and enable just-in-time marketing implementation.

Digital Signage can transform video, animation, and much more into eye-catching dynamic advertisements at a much lower cost compared with traditional media.

The content displayed on digital signage is animated, dynamic messaging. Our design team will meet with you to determine the ideal locations to target your desired demographic and develop an ad spot to achieve the goals of your advertising campaign.

Once created, the content is placed in a rotational format allowing for multiple impressions to repeat throughout the day.



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

Digital signage from **EDN** provides a vibrant communication platform across corporate lobbies, hallways, conference centers and distributed office locations. From office directories to safety announcements to way-finding, a printed sign can be out of date almost as soon as it arrives from the printer.



### 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 No more hours lost reprinting outdated or erroneous materials.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 DIGITAL SIGNAGE CAN DO:

- Establish a strong corporate and brand identity
- Create excitement among stakeholder groups
- Direct visitors with building maps and directories
- Alert visitors and staff of emergency information
- Display events and daily meetings
- Showcase products
- Display dining menus and options
- Facilitate employee training
- Display health and safety messages
- Monitor sales production and internal metrics



### 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.