DIGITAL SIGNAGE
THE POWER OF VISUAL COMMUNICATION

Digital signage is a form of communication using any screen to display content digitally.

It is used within many industries, the most popular being retailers to promote special offers and stock or to enhance the in-store experience. Today, schools, colleges and universities, community centers, hospitals, and businesses around the globe are using digital signage to provide information for guests and visitors.

**DIGITAL SIGNAGE COMPONENTS** ⟶ 🖥 **DISPLAYS** ☁ **SOFTWARE** 🖳 **HARDWARE**

Displays are where consumers will be viewing your content. These displays can be LCD screens, electronic billboards, menu boards, projection screens, video walls, kiosks, and many more. The second component is the software used to manage the content being displayed. Digital signage software uses a Content Management System (CMS) to create, manage, and deploy the content that will be shown on these displays.

There are different content management softwares that allow you to schedule, customize, as well as video editing. If the software being used is web-based, content can be created and changed remotely. The last component is the hardware that is responsible for distributing and displaying your content. With the right hardware you can have the capability to run the software of your choice and playback your content seamlessly and uninterrupted.

WHY USE DIGITAL SIGNAGE?

We are in a digital age where most consumers learn and are influenced by what they see digitally and online. Digital signage allows you to communicate with your target audience beyond just paper signage. More and more companies are adopting digital signage to communicate with their consumers and future buyers.
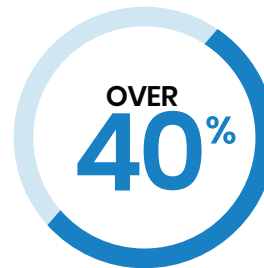
OVER 40%

OVER 40% OF CONSUMERS SAY THAT **DIGITAL DISPLAYS** CLOSE TO THE POINT OF PURCHASE IMPACT **THEIR BUYING DECISIONS.**

Paper signage is becoming inefficient and expensive compared to digital signage.The problem with paper signage is that it is difficult to change at a moment's notice and each change costs more money. Imagine the amount of money that will be needed to spend to continually print new signs and the time spent to print them. Be eco-friendly, save time and money, by creating dynamic content and remotely manage content displayed. Seamlessly distribute content or have it scheduled to change at different times with just a few buttons. Some digital signage software give you the ability to adapt a display to the time of day or the weather. For example, if it is raining the display can show a sale for umbrellas.

Digital signage can also be utilized to increase your company's or brand's awareness and sales. Designing dynamic signage for your displays will attract the attention of potential consumers and retain it. The use of digital signage can increase customer retention by 30%. Create content rich signage that will deliver an enjoyable and memorable customer experience.

Share promotions, sales, menus, or any information of your business to show consumers what you have to offer. Brands that have adopted digital signage noticed a 33% increase in sales.

For places with waiting areas, using digital signage is a perfect way to welcome and entertain guests while promoting special offers rather than showing the local news.

INCREASE CUSTOMER RETENTION BY ~30%

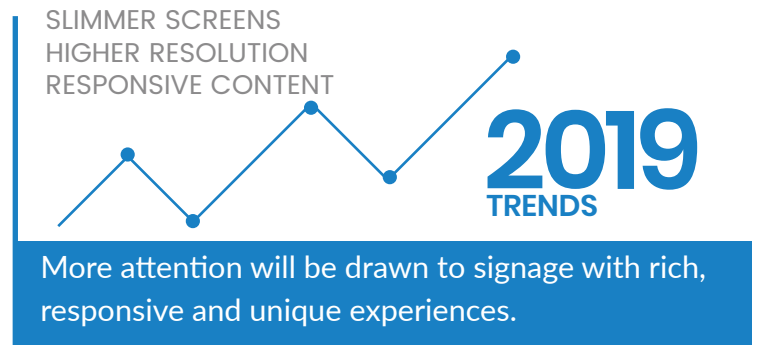**ALMOST 50% OF COMMUNICATION PROFESSIONALS USE DIGITAL DISPLAYS AS A CHANNEL TO COMMUNICATE WITH EMPLOYEES**

INCREASE SALES BY $33%

Build a stronger company culture that engages employees by eliminating excessive emails about company announcements and instead display the information on a screen. Communication with consumers is important but digital signage can be used for internal communications. Almost 50% of communication professionals use digital displays as a channel to communicate with employees. Display content about your organization including announcements, HR information, company values, and employee mentions. Statistics show that 47% of employees say they don't know what their company's core values are and 50% are more productive and driven when superiors share positive information.

THE FUTURE OF DIGITAL SIGNAGE

The digital signage industry is growing rapidly and changing due to technological advances. With these advances we are guaranteed to see further development on digital signage trends. Certain trends that we will see in 2019 are slimmer screens with much higher resolutions. We will see an increase of content being more responsive and automated such as displays attuning to the weather or holographic screens.

SLIMMER SCREENS
HIGHER RESOLUTION
RESPONSIVE CONTENT

2019 TRENDS

More attention will be drawn to signage with rich, responsive and unique experiences.

An innovation currently being developed is the use of haptic technology. Haptic technology recreates the sense of touch when users interact with any piece of technology. Touch is one of the most primitive senses and the one trusted the most. Increase engagement and recall by adding haptics to displays to create incredible new interactive experiences. Not only will haptics attract consumers but it will be cost-effective as well. The use of mid-air haptics integrated into displays will reduce maintenance and hygiene concerns because users will not have to physically to operate the screen.

A huge advantage for retailers is the integration of AI technology in digital signage adds a new dimension of personalized experiences for customers.With components such as facial detection, retailers can have a better understanding of who their audience is. They would be able to collect data much easier. The data collected can help a business better strategize plans to accommodate their consumers. AI learning allows digital displays to learn and and create interactive experiences unique to every individual.

ABOUT AZULLE

We are a U.S. based technology company that came together based on the principle that technology should be more accessible and fulfill the various needs of people. What started as a small group of individuals in 2013 with a single product is now becoming one of the fastest growing major PC companies in the world. How did we do that? We worked closely with our customers and learned about their day today challenges and obstacles, which helped us in developing effective solutions that made technology simpler and easier to use. With the support and loyalty of our customers, Azulle continues to grow across all geographies and customer segments for mini PCs, PC sticks, and accessories.