

Understanding Digital Signage

What is digital signage?

Digital signage is a communication tool that makes it possible to broadcast multimedia content, from afar and in realtime, on a network of digital displays located in public areas.

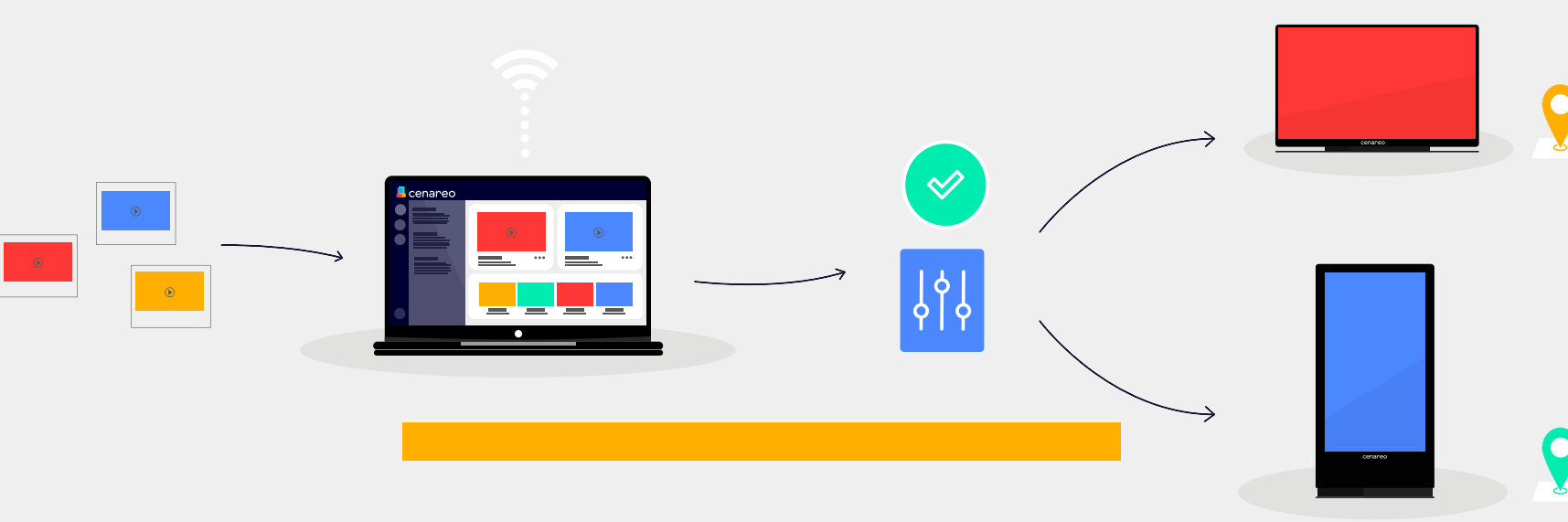


66%

According to Smart Retail 2019 (Samsung), 66% of stores with digital signage displays feel that their brand image improved.

How does it work?

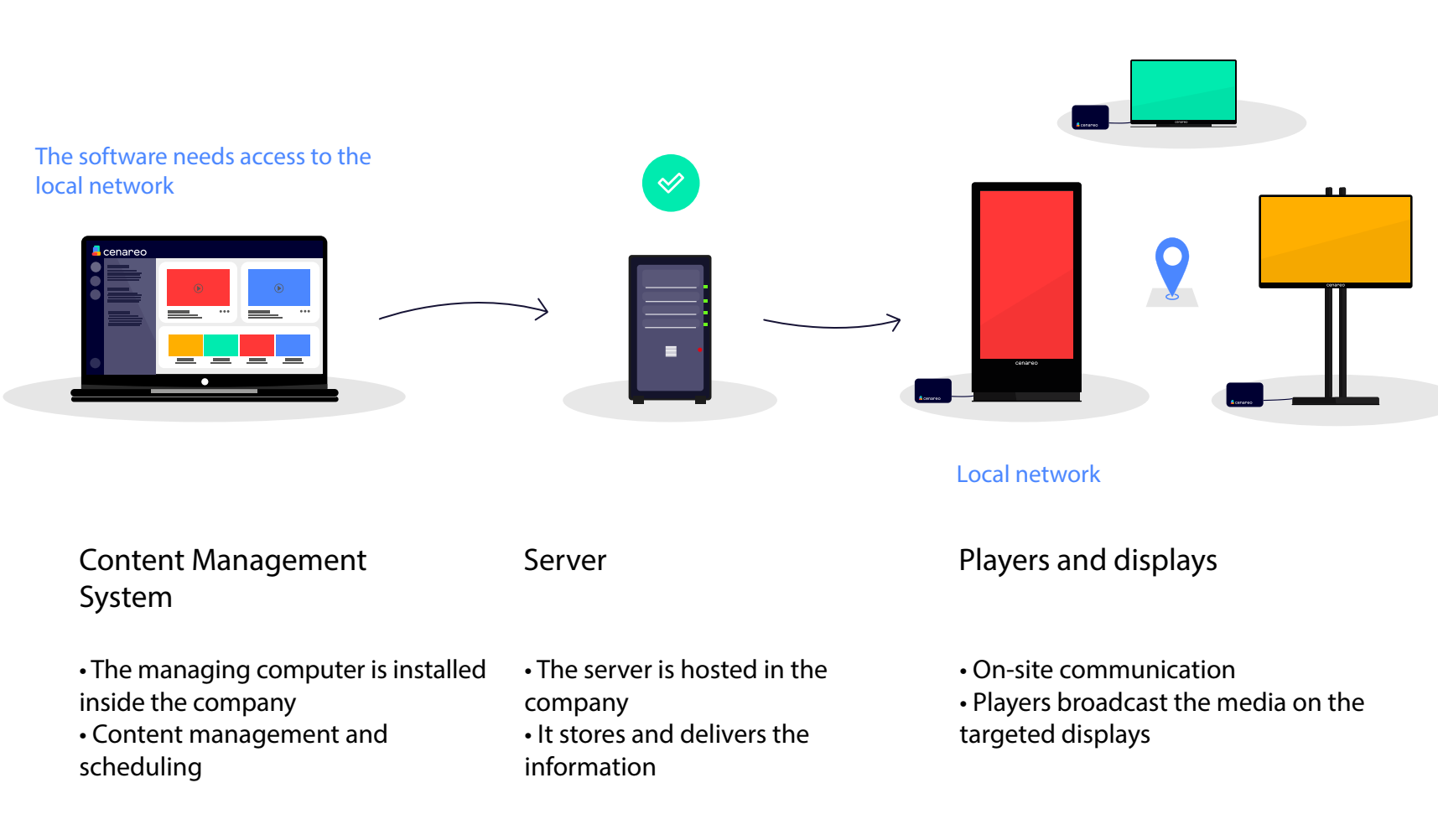
To broadcast information, connect to the management software, choose the screens on which you want to display and then schedule the content.



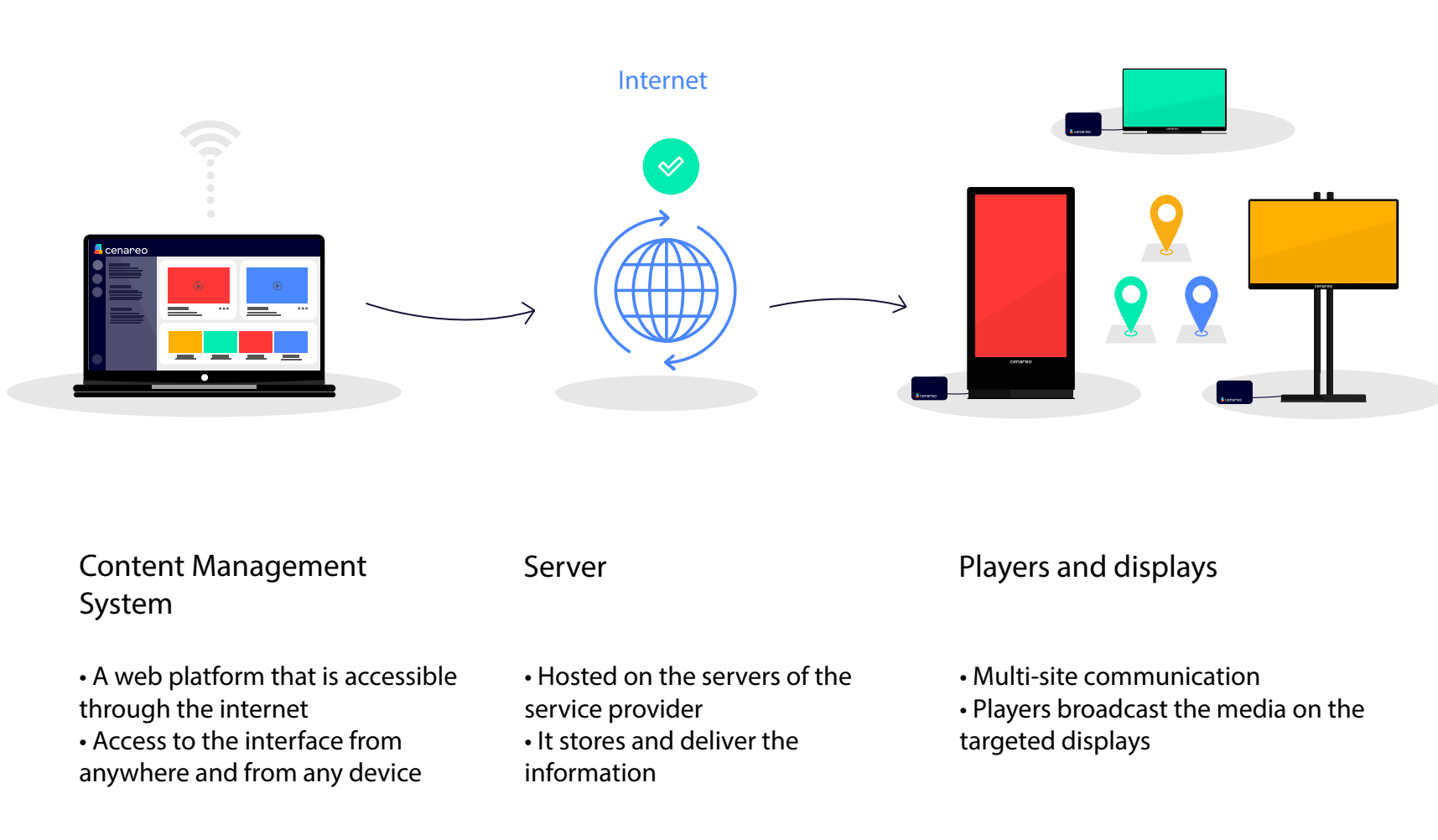
The solutions that exist today are practically all built on the use of a **data-exchange network**.

- 1 On premise
- 2 SaaS
- 3 Hybrid

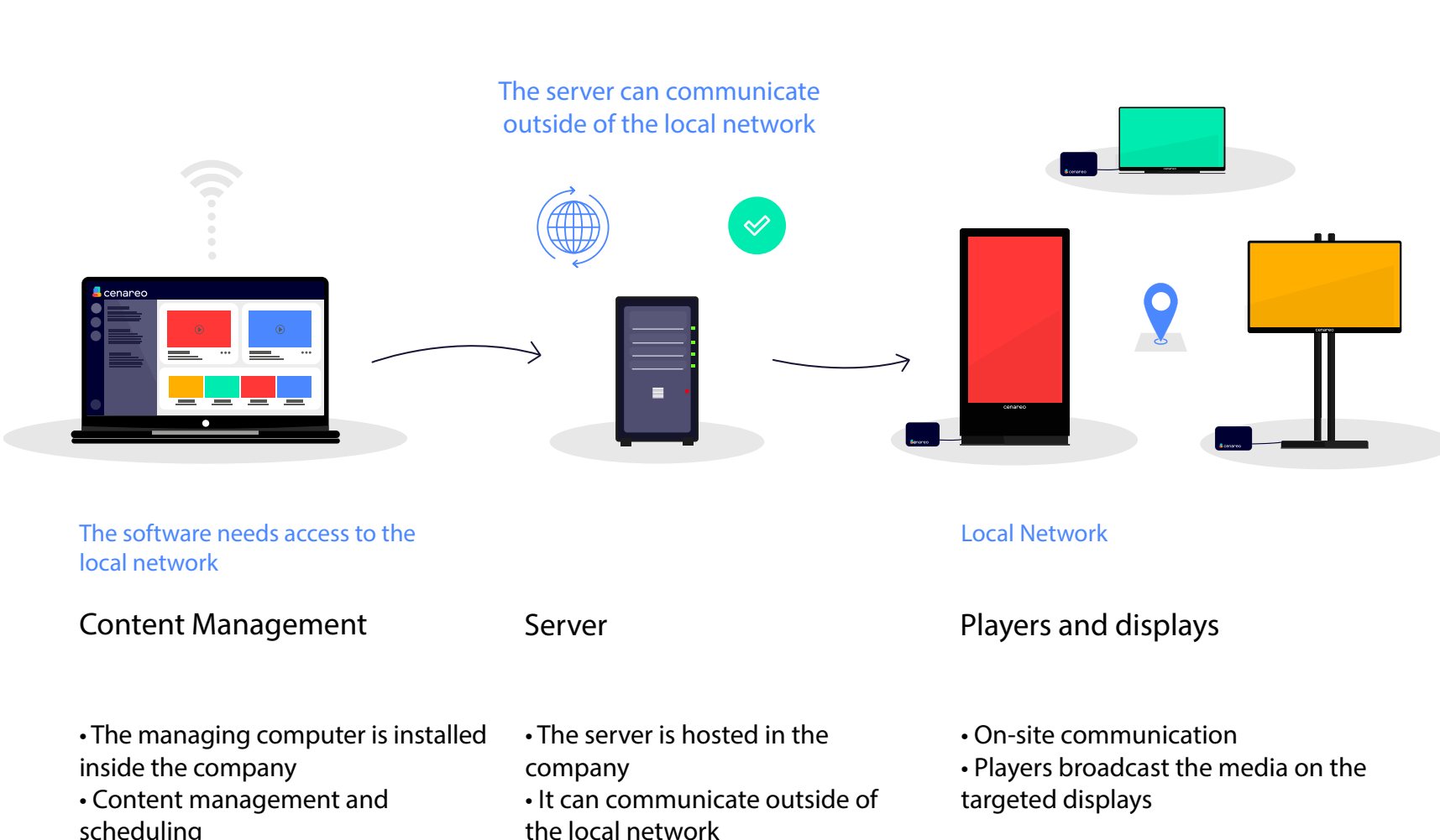
1 On-premise system



2 SaaS system



3 Hybrid system



Where to use digital signage?

Retail

Corporate Communication

DOOH

