



Raydiant vs. DIY Digital Signage

FROM STATIC IMAGES TO A COMPLETE CUSTOMER EXPERIENCE

If you want to create an interactive environment that engages your customers, saves you time, and increases your revenue, then DIY digital signage won't cut it. DIY digital signage—using a computer, DVD player, USB drive, or other outdated solution to display static images on in-house TVs—has many limitations that Raydiant digital signage doesn't.

For example: does a USB drive let you change your music from any location? Does it let you schedule content on the fly? Can you interact with customers face-to-face from any location? Can you livestream your Insta feed, or link to your YouTube Channel? With DIY solutions, the answer is always no. With Raydiant, the answer is yes—and so much more.

INCREASE REVENUE AND SAVE MONEY

Raydiant digital signage increases revenue for businesses of all kinds by creating attractive displays that catch your customers' attention. From showcasing promotional posters and videos to displaying mouth-watering "sizzle reels," Raydiant makes your products and services come to life for your customers. And our durable hardware and reliable, secure software protects you from the expensive system crashes and cyber threats of a less secure, DIY system.

ENJOY RELIABILITY AND SECURITY

Why suffer the embarrassment of freezing screens, automatic update pop-ups, and other DIY digital signage eyesores? Raydiant maintains a 99.95% uptime, because our system is engineered for the commercial environment and built to seamlessly function for continuous use. And our software is managed in a secure cloud by a team of engineers, who ensure that it is always secure and up to date.

CREATE AND SCHEDULE CONTENT

Schedule your digital menu boards to change with dayparting menus, promotional menu items, and seasonal fare. Use Raydiant signage to promote happy hours, half-yearly sales, special in-house events, your loyalty program—whatever you want. Create and schedule your content to display at set dates, days, and times—you can even schedule holiday and sales posters ahead of time to change automatically with the season.

IMPROVE CUSTOMER EXPERIENCE

Two out of three businesses compete through customer experience, and this includes adding digital signage. But you need more than static images on TVs to engage customers. Raydiant digital signage lets you create and display crisp, vibrant videos, dynamic posters, and digital menu boards. You can also set the mood with custom music playlists or showcase a social media wall—Raydiant's capabilities are endless.

DISPLAY DYNAMIC CONTENT

Forget flat images—create HD and 4K digital posters, videos, and other bold, colorful content from thousands of video and poster templates. And since Raydiant's user interface is so easy to use, you don't need to be a graphic designer to create designer-level displays. From everyday signage to the promotional and seasonal—you can easily create, schedule, and change out content whenever you wish.

SCALE WITH YOUR BUSINESS

Whether you have one location or many, and one TV or twenty, Raydiant has the digital signage solution for you. We offer subscriptions for single and multiple locations, and for one screen all the way up to 10+. Our system makes it easy for you to scale your screens as your business grows. And our plug-and-play device makes it easy to install in any TV's HDMI port.

Elevate your customer experience and enjoy secure, reliable digital signage with Raydiant. Try Raydiant, risk-free today at www.raydiant.com