



# 10 IDEAS for INTERACTIVE DIGITAL SIGNAGE

Change your audience experience from passive to active, involving them in the process rather than just asking them to read a message on screen. Here are the most popular ideas for touchscreens:

1



## HOT SPOTS & KIOSKING

A hot spot is an interactive button that people press to switch from a standard digital signage layout to kiosk mode. By using a single display for both daily announcements and an interactive kiosk, you get twice the real estate for your money. Common kiosk applications are room booking, queuing management, interactive wayfinding, and point-of-sale systems.



## INTERACTIVE WAYFINDING

Whether it's a single building floor or an entire campus, interactive wayfinding maps lead your visitors through your facility and give your audience a convenient self-service source for information. But what happens when people walk away from the screen?

2

Think about building in a QR tag, email or SMS option to send point-to-point directions to the user's mobile device upon request.



## TOUCHSCREEN DIRECTORIES

Your directory can have options to locate rooms, individuals, departments, events or common areas like lounges or cafeterias. You can show contact info, photos, bios and locations with the option of touchscreen maps and point-to-point directions if you combine it with wayfinding.

3



## OFFICE HOTELING

If you have a large group of meeting rooms or shared workspaces, people may need to schedule those rooms on the fly. A hoteling system can be simple - an interactive monitor with your scheduling software so that people can book rooms from a central point, or complex - a touchscreen map with the option to instantly book a room simply by tapping it on the display.

4



## DONOR BOARDS

Eliminate static, expensive name plates and plaques. This is a thoughtful way to honor your patrons and entice future donors. You can recognize existing donors, present your mission and values, and promote ongoing donor recruitment programs using interactive kiosks. Eliminate static, expensive name plates and plaques.

5



## MENU BOARDS

An interactive menu can speed up selection and checkout time. You can promote certain items or meal deals through clever design, prompting the customer to choose daily specials.

- Promote new menu items
- Use daypart scheduling to run menus and specials when appropriate
- Show nutritional information
- Reduce perceived wait times and decrease printing costs

6



7



## SOCIAL MEDIA BOARDS

Social media is a perfect contribution to digital signs because it fosters dialogue instead of just one-way push communications. Create buzz and excitement around your posts, attract more followers and keep everyone up-to-date. Don't worry - you can limit the interactive areas on the screen so people don't navigate away to check their Facebook feed.



## SHUTTLE MAPPING

Incorporating real-time interactive shuttle and bus maps into your digital signage provides useful information and can increase safety and comfort by allowing riders to wait indoors for their ride.

8



## ENERGY DASHBOARDS

Building and energy dashboards let your staff, students and visitors view energy and water use information on touchscreens by tying into your building management application. If your audience can see the resources they're using, they can adjust their behavior accordingly to reduce consumption.

9



## CUSTOM PROJECTS

Professional designers can make anything you want into a touchscreen kiosk:

- Create a game or contest on a touchscreen
- Show a series of related videos or animations
- Provide detailed facility information with pop-up info bubbles
- Show interactive timelines with augmented reality

10



Transform the way you **engage your audience.**

For more information about **interactive digital signage**, contact us.

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