

# 14 THINGS Digital Signage Can Do FOR YOU

Digital signage can do a lot of different things – inform, educate, alert, entice and engage your audiences, whether they're employees, students, visitors or customers. Here are just a few of the things digital signage can do for you:

1



## Reach more people.

Digital signs draw more attention than email.  
People remember visual info better than text.

2



## Be greener.

Save print resources and waste.  
Make digital comms part of your sustainability efforts.

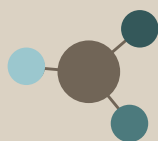
3



## Save time.

Create content once and schedule it everywhere  
Messages drop off the schedule automatically.

4



## Unify communications.

Centralize comms management and design across all locations.  
Use templates and content approval processes.

5



## Target different audiences.

Choose where to show content, down to the individual screen.  
Blend of localized content with news from HQ.

6



## Automate everyday info.

Pull info from external sources for events, weather and more.  
Set them up once and they'll update automatically.

7



## Support health & safety.

Show safety tips, health and wellness reminders.  
CAP notices can automatically trigger alerts on screens.

8



## Show real-time metrics & KPIs.

Use data visualizations to show progress toward goals.  
Pull data from Excel, XML, JSON and the web.

9



## Share kudos & recognition.

Show appreciation on your big screens.  
Set up peer-to-peer recognition templates.

10



## Improve space management.

Use room signs to show schedules at the room.  
Pull the data right from your own calendar app.

11



## Improve the customer experience.

Welcome customers by name on screens.  
Offer multi-lingual interactive kiosks.

12



## Improve the visitor experience.

Offer wayfinding, directories, donor boards and more  
Use touchscreens, voice interactivity or QR codes.

13



## Reduce wait times.

Allow on-screen browsing or ordering.  
Show queuing data to reduce perceived wait times.

14



## Increase revenues.

Advertise new products, special offers and loyalty programs.  
Sell ad space to nearby vendors, partners or industry associations.



Transform the way your **organization communicates**.  
For more information about **digital signage solutions**, contact us.

**Contact Visix**  
800.572.4935  
[www.visix.com](http://www.visix.com)