

8 AWESOME ADVANTAGES OF DIGITAL DIRECTORIES

When people visit your venue, you want to make them immediately welcome and help them find their way. Unlike static plaques or signs, a digital directory gives both you and your visitors more options.



ATTENTION

Digital displays capture **400% more views** than static signs. Also, messages on digital signs have a **recall rate of 83%**.



WAYFINDING

You can easily combine a digital directory with maps and **turn-by-turn directions** to help people navigate your venue.



VISITOR EXPERIENCE

Letting visitors interact with screens or kiosks to find info on their own **deepens the visitor experience** and mirrors online searching.



INTERACTIVITY

Offer more than just a digital directory – let people use **touchscreens** to browse through venue info, take surveys and more.



ADVERTISING

Because you can rotate messages on screens, your digital directory can double as **ad space** for your property and tenants.



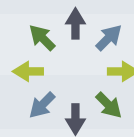
UPDATES

Digital signage software pulls info from sources like Excel, so **updates are easy** and info automatically updates on screens.



REFRESH

Change the look of your digital directory by simply pushing a new design to screens. **No reprinting** and replacing signs.



EXPANSION

As your venue grows, you can **easily add more displays** to show your digital directory, wayfinding maps and more.



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

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

Contact Visix

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