

EXPERTS' FORUM | Technology

Digital Signage Educates As It Entertains

Getting your brand noticed is becoming increasingly difficult in today's marketplace that floods consumers with messages and choices. Through dynamic digital signage and 3D displays, organizations can communicate their value in a meaningful and memorable way.

Here are three rising digital signage technologies that organizations are using to get noticed and connect with customers:

Digital Signage

For several years, Marco has used dynamic digital signage in the reception area to welcome visitors by name, recognize birthdays, communicate services and share customer testimonials. Now digital signage, first made popular by its applications in the hospitality and entertainment industries, is emerging as a powerful marketing tool for a variety of businesses.

From dentist offices to hospitality empires, businesses of all sizes can tap into an assortment of templates and graphics to share information about their services, events and promotions. For hotels and entertainment organizations, digital signage serves as a navigation tool that provides an agenda for meeting rooms or directions to dining, entertainment and other gathering areas.

This technology has become even more affordable through a hosted model and some businesses have turned this technology into a revenue generator by partnering with their vendors. Grocery stores, for an example, sprinkle their stores with messages from suppliers of everything from chicken to frozen peas.

Digital Directories Electric Wayfinding Systems

Digital Directories Electronic wayfinding systems take digital signage one step farther by providing a powerful alternative to the traditional directory or map for hospitals, malls, universities and corporations. Using touch screen technology, shoppers now can zoom in on a specific store in a mall and print directions and coupons.

The St. Cloud Technical College installed the technology last year to provide not only an interactive directory that allows students and visitors to quickly navigate the campus using a touch screen, but also the ability for the college to easily make adjustments to the map at any time.

Besides providing a digital directory, wayfinding systems allow organizations to broadcast customized event information, emergency announcements, real-time news and weather or visitor greetings.

3D Without the Glasses

3D Fusion is the first to market a glasses-free 3D digital display that leaves a lasting impression with prospective and current customers. This 3D wall display that can span 6-feet high and 9-feet wide comes with a higher price tag than other digital displays, but consumer studies indicate it gets results.

A test completed by a well-known beverage company showed that 91 percent of customers remembered seeing the 3D display when asked about it more than two weeks later and it led one-third of the viewers to ask about the company's products.

The installation of the 3D display at a mall led consumer traffic to increase 34 percent and store sales to jumped 12 percent. It also allows museums, theaters and other organizations to show 3D previews or productions of their projects. It's never been more critical to make an impression.

Businesses get results by engaging prospective and current customers. Through digital signage, wayfinding systems and 3D technology, businesses can educate while they entertain.

**STEVE KNUTSON**Chief Information
Officer

Marco, Inc.

stevek@marconet.com

<http://www.marconet.com>