



## **General Q&A: Digital Signage**

Forum Article

Manju Yalamuri, Dascom Engineering

Dave Ewing, Dascom Sales

Dascom has several solutions for companies interested in adding digital signage at their site. Following are some of the questions that have been posed to us on the topic. If you have additional questions, please post them here at the Dascom Forums or contact us directly by phone or email.

### **Q: What is digital signage?**

A: Digital signage is electronic or dynamic signage meant for displaying multimedia content in public spaces.

These places include corporations, airports, train stations, retail outlets, airports, hospitals, educational institutions, etc. In general, digital signs are typically used for entertainment, information or product advertisements. The content may come from a playback device or over the network. Various types of display devices can be used- from small LCD screens to large panels.

### **Q: What are the benefits of digital signage over traditional static signs?**

A: With digital signage, content can be edited, modified or changed easily and quickly without effort. In addition, animations can be shown and the signs can adapt to the context and audience, show breaking news or even be interactive.

### **Q: What type of digital signage system is right for my application?**

A: To answer this question, Dascom would assess what the digital signage would be used for. Depending on if the signage was informational, if it needed to adapt to audience, needed to be interactive, or was to include scheduling to targeted locations, Dascom would recommend the right digital signage solution for your site.

### **Q: Are there any size limitations for digital signage?**

A: No. The system can be very small to very large. It depends on the functionality needed from the system, the network connectivity available, etc.

### **Q: Can I authorize third-party advertising on my digital signage to generate revenue?**

A: Absolutely. Digital signage can be (and is) revenue-based for customers in various markets.

### **Q: What do I need to display digital signage?**

A: A playback device for playing content such as an LCD monitor, Plasma monitor, LED panel, projection screen, electronic billboard, or VGA monitor.

**Q: Is there a standard/ common protocol for digital signage?**

A: At this time, there are no standards available, but it is possible to tailor a solution to almost every digital signage need because of our access to top digital signage equipment and software.

**Q: Are there recurring/ ongoing costs for maintaining digital signage?**

A: No. The content is really all you need. Creative templates are provided, and through the Internet, you can tap into RSS Feeds for up-to-the-minute news and weather.

**Q: How difficult is it to change the content once I have it displayed?**

A: Most digital signage software makes it very easy to change the displayed content.

**Q: Can I display information only in certain times or whenever needed?**

A: Whenever needed. In fact, a major advantage of digital signage is that this can be done easily with a click of the mouse button.

**Q: What is the cost of typical display?**

A: It depends on the application. Dascom can tailor the needs and digital signage.

**Q: Is it scalable?**

A: Yes. Again, another advantage of digital signage is that it includes easy scalability.

**For more information on digital signage for your site, please call Dascom at 651.578.1200 or email us at [dascom@dascom-systems.com](mailto:dascom@dascom-systems.com)**