

### **What is Digital Signage?**

Digital signage refers to the use of modern display panels, digital content and Internet technology to deploy a network of rich-media signs to replace traditional print signs. Digital signage is a new generation screen-based media network created to deliver dynamic advertising and communications at various out-of-home locations. Today's widely available broadband infrastructure and increasing affordability of display panels are spurring a fast adoption of this new generation digital media network. Digital signage can be deployed at almost any locations where people gather, shop, entertain, walk by and wait.

Unlike traditional print posters and static billboards, digital signage delivers dynamic and rich-media content using new generation media and network technology. Research shows that people are 5 to 10 times more likely to pay attention to dynamic rich-media content in contrast to the traditional static signs.

### **How Digital Signage Works?**

A typical digital signage network is comprised of a centrally located management server and many networked display panels installed at various locations. A local media player, which is usually installed at or near the display panels, receives contents from the central management server and plays the contents locally for one or several display panels. For example, a large retail store chain can deploy a digital signage network for in-store advertising and customer communications. One or many displays and media players can be installed at each store.



## Digital Signage Advantages

Whether you are looking for new ways to reach your customers or a better and more efficient media to communicate with your employees, a digital signage network is the ultimate solution to reach your audiences with dynamic up-to-date content and messages. Digital signage can maximize your message and maintain relationships with your customers. With digital signage, you can extend your messages to follow your audiences where they go.

Traditional media tools including billboards, print posters, standalone video displays have all been created to deliver messages at high traffic locations. However, those traditional displays take a long and costly cycle to produce, distribute and update. More importantly, in today's global economy the static nature of those traditional displays greatly handicaps a business that has the needs to reach the audiences spreading around a large geographical region or even across continents with timely, up-to-date and localized contents. As our society and technology continue to evolve, digital signage is becoming a new generation digital media network in delivering dynamic and relevant content to target audiences in a way beyond the reach of those traditional media tools.

## Digital Signage Applications

Digital signage can be deployed at almost any businesses or locations to provide an appealing visual environment, to promote products and services and to improve communications with customers or employees. Those businesses or locations may include retail store chains, shopping malls, banks, pharmacies, hair salons, hotels, restaurants, office buildings, doctor offices, libraries and many more.

Digital signage has also been used to establish a new generation out-of-home advertising network by installing displays at high traffic locations with unique demographics. This new generation advertising network not only offers advertisers a new channel to reach audiences with unique demographics at specific locations, but also picks up where TV, newspaper and online advertising leave off, as it is able to reach targeted audiences while they are away from home and office.

## Location

Location is just as important to digital signage as in Real Estate. Advertising in the right location is one of the first issues to consider when advertising in a digital signage network. The location should usually have high traffic, unique demographics and enough attention span from your targeted audience.

## Conclusion

Digital signage is among the fastest growing businesses around the world in delivering advertisements, corporate communications and other messages. The increasing use of modern display panels in the out-of-home locations as well as the widely available broadband Internet infrastructure have provided unprecedented opportunities for businesses to deliver dynamic content to their audiences.

## About GoMotion

GoMotion is a southeast Pennsylvania based digital signage advertising network. GoMotion offers an effective and powerful digital signage advertising campaign for businesses, independent contractors and companies.