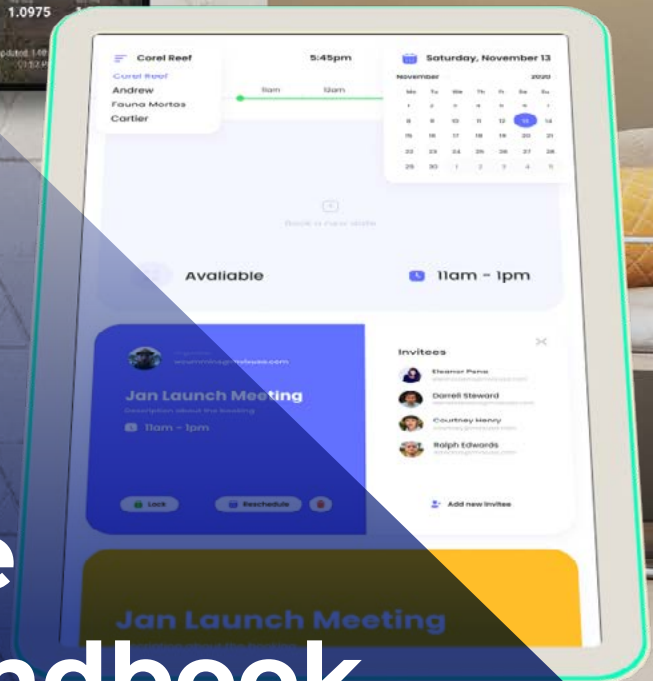




EUR	1.0975	1.0975
RUB	1.0975	1.0975
CHF	1.0975	1.0975
GPB	1.0975	1.0975
JPY	1.0975	1.0975
EUR	1.0975	1.0975
CHF	1.0975	1.0975
GPB	1.0975	1.0975
JPY	1.0975	1.0975
EUR	1.0975	1.0975
CHF	1.0975	1.0975
GPB	1.0975	1.0975

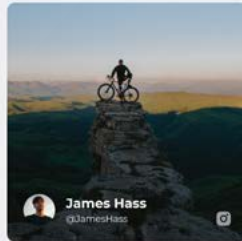


# Digital Signage Installation Handbook

Best practices to maximize your visibility, engagement and ROI

Thumbup!

#lifestyle



James Hass  
@JamesHass



Derick McKinney  
@McKinD

Wow! What an impressive  
serving of food! @KateBrown  
likes it! #Asianfood



Mark Timberlake  
@mtimber71

Climbing peaks with  
my two-wheeled friend.  
#ridemybike #peaks



Kate Brown  
@katebrown

Something interesting will  
come soon! #working  
#management



Anna Kellner  
@imAnna

We played an amazing concert  
yesterday. The stage was on  
the roof of the house, right in  
the open air! #ilovemusic



Ryan Moren  
@ryanMor



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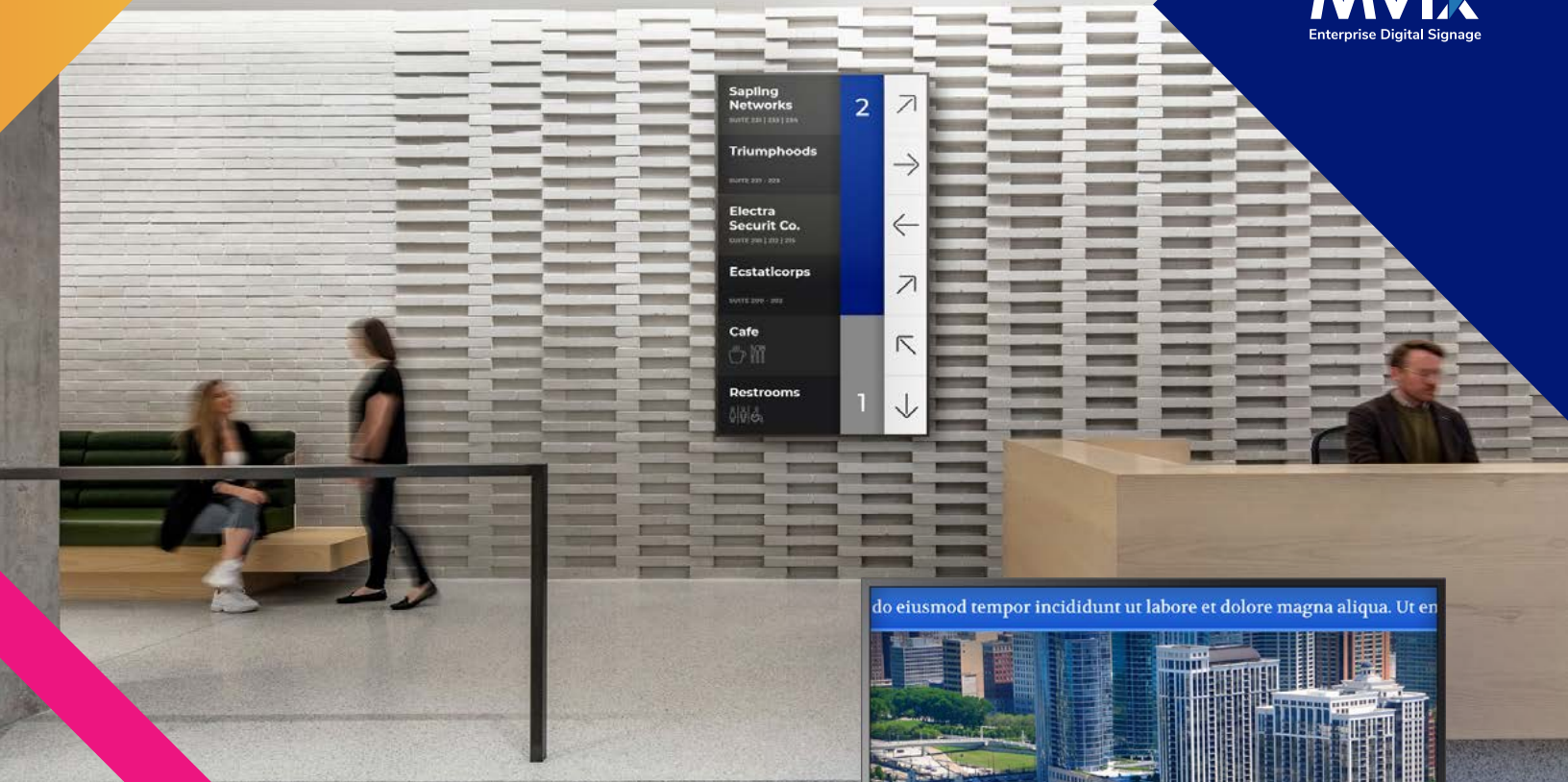


## INSTALLATION GUIDE

# Where Should You Install Your Digital Signage Screens?

Deploying an [effective digital signage](#) requires a lot of strategizing and planning. Placement is a key critical factor in deploying this technology, and your signs must be visible and targeted to the correct audience. Although digital displays grab 400% more views than static posters, your content will be wasted if people cannot see your digital screens. So, carefully consider the locations for your digital signs and target areas with high traffic.

Appointments queue								9:52 AM
Ticket	Window	Checked in at:	Wait time	Ticket	Window	Checked in at:	Wait time	
A105	02	9:40AM	-	B202	06	9:40AM	15min	
A106	01	9:40AM	-	A108	TBA	9:40AM	15min	
B201	04	9:40AM	-	A109	TBA	9:40AM	20min	
C002	03	9:40AM	5min	C003	TBA	9:40AM	20min	
A107	07	9:40AM	10min	C004	TBA	9:40AM	30min	



# What Is Digital Signage?

Digital signage is the deployment of display technologies like LCD, LED, and Projection to broadcast visual content. A digital signage system combines a media player, a content management system, and digital screens. The main goal of digital signage is to improve communication between the business and its audience.

do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut en

**Champion Arena** Friday, January 28, 2022  
10: 30 AM

**Upcoming Events**

**24 January, 7pm - 10pm**  
**Speed Fire FC vs. Orlico City SC**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco...  
@ 3-19-2022 5:00 PM

**32 January, 7pm - 10pm**  
**Speed Fire FC vs. QI Galaxy**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco...  
@ 3-19-2022 5:00 PM

**29 January, 7pm - 10pm**  
**Speed Fire FC vs. FC Pekcinnati**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco...  
@ 3-19-2022 5:00 PM

**30 January, 7pm - 10pm**  
**Warmplay - Music of the Triangles World Tour**  
In the best interest of fans and staff, the Event Organizer will continue to monitor local COVID-19 trends and meet...  
@ 3-28-2022 7:00 PM

BUY TICKETS ONLINE

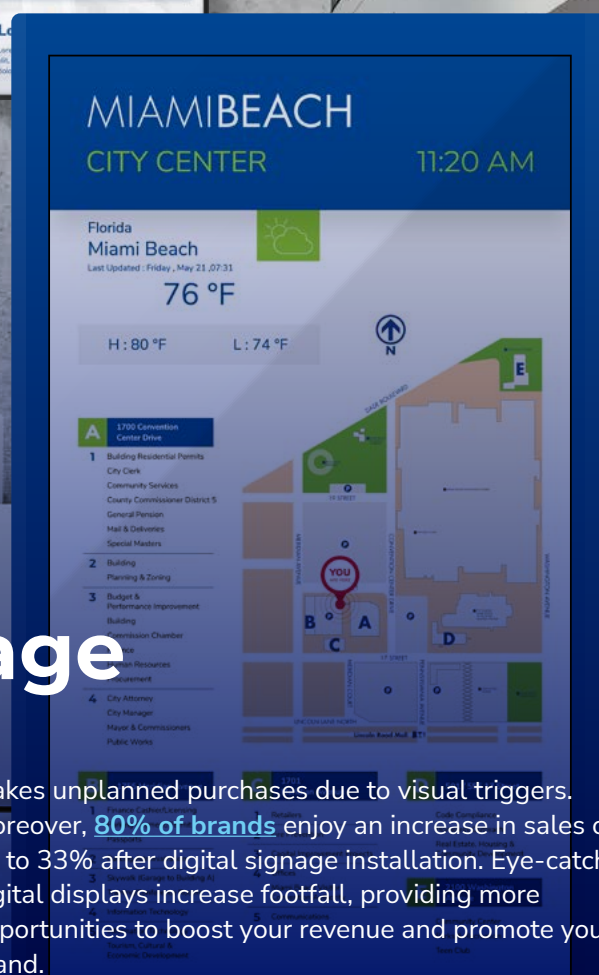
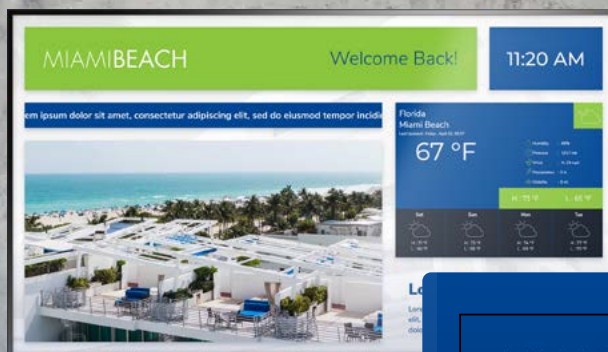
1 / 10



Digital signage is the perfect product for businesses looking to enhance their communication. As such, power your digital displays with wayfinding information, building directories, announcements, videos, images, live traffic updates, and event listings.

A diagram illustrating a linear relationship. A horizontal line is labeled '6'. Two parallel lines, one blue and one pink, intersect the horizontal line. The blue line is above the pink line.





# ROI of Digital Signage

The long-term benefits far outweigh the installation expenses with digital signage. First, digital signage eliminates printing costs associated with traditional flyers and posters. First, digital signage eliminates printing costs associated with traditional flyers and posters. You can update digital signs with real-time information and run multiple marketing campaigns simultaneously.

Over time, digital signage will boost your revenue, thanks to the power of dynamic content to inspire impulse purchases. Indeed, one in five customers

makes unplanned purchases due to visual triggers. Moreover, 80% of brands enjoy an increase in sales of up to 33% after digital signage installation. Eye-catching digital displays increase footfall, providing more opportunities to boost your revenue and promote your brand.

Additionally, vibrant screens elevate the customer experience by reducing perceived wait time, providing wayfinding information, and streaming entertaining content. As a result, you enjoy better customer retention rates.





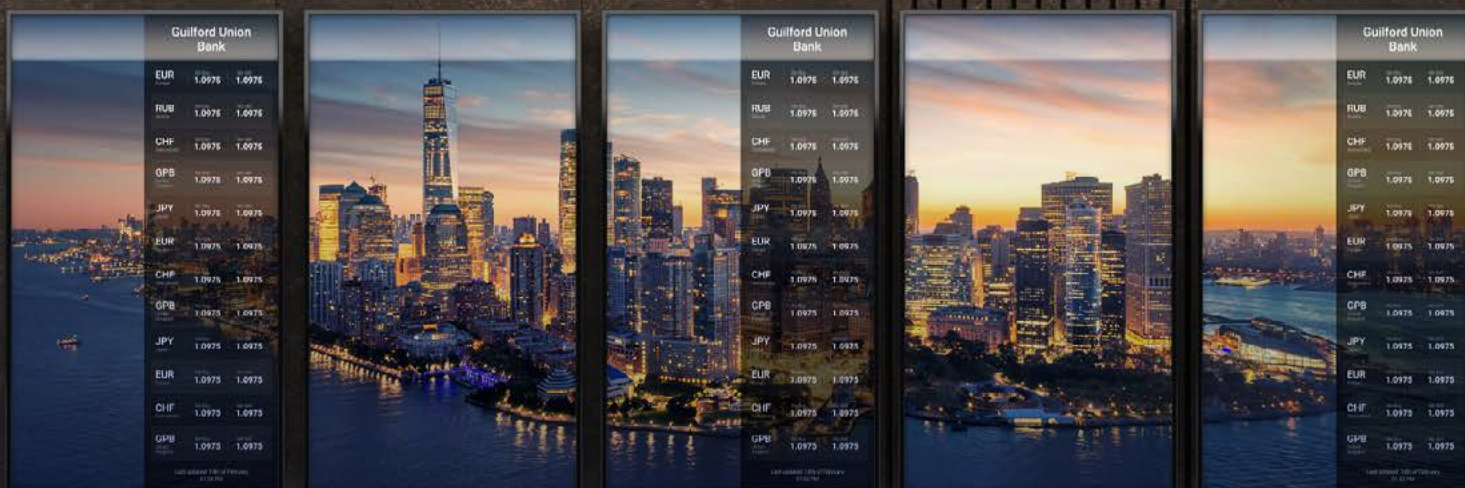
# The ROI of Placement

When you configure a digital signage system, carefully consider the placement of your digital screens to ensure you deliver messages to the right audience. Practically, think about viewing height, distance, obstacles, how long people linger in a particular area, and what they do.

For instance, you'll want digital screens near products in















a retail store to influence purchases. In hospital settings, waiting rooms are prime locations for vivid displays with visitors spending idle time waiting. The suitable locations engage your existing customers, entice passersby to enter your facility and inform employees.





# Installation by Market

Digital signage is applicable in many markets, thanks to its **far-reaching benefits**. The right placements for digital screens differ from industry to industry and company to company, which is why you need to **customize digital signage solutions** for your business. This guide explores different installation locations for each marketing for successful signage placement and guaranteed ROI.

Tinkoff Bank Currency Exchange Rates					
Last update: 29.03 12:43 PM					
Currency		We Buy	We Sell	Currency	
 USD	USA	0.7624	0.7921	 USD	USA
 EUR	Euro	0.7624	0.7921	 EUR	Euro
 GBP	British pound	0.7624	0.7921	 GBP	British pound
 JPY	Japanese Yen	0.7624	0.7921	 JPY	Japanese Yen
 RUB	Russian Ruble	0.7624	0.7921	 RUB	Russian Ruble
 INR	Indian Rupee	0.7624	0.7921	 INR	Indian Rupee
 CHF	Swiss Franc	0.7624	0.7921	 CHF	Swiss Franc
 ZAR	South African Rand	0.7624	0.7921	 ZAR	South African Rand

# Banks

Digital signage helps **banks** promote their services and stream brand-building content. However, proper placement is critical to leveraging the **full benefits** of digital bank signage. Consider the locations to **achieve full impact**.



## Lobby

The entrance area is the perfect place to grab customer's attention with bright video walls and screens. Use lobby signs to display wayfinding and directory information that ease navigation in your facility. Additionally, show market updates, promote discounts, and reinforce your brand.



## Waiting Line/Queue

Typically, people wait for a while in the banking hall before they get served. Digital signs in the waiting line entertain customers with social media feeds, current news, and live music and educate them about financial products to reduce the perceived wait time.





## Meeting/Conference Room

Digital signs simplify meeting room management by showing real-time schedules. In practice, the digital signage software integrates with your company's calendar, and lets employees know when a conference room is occupied or reserved.

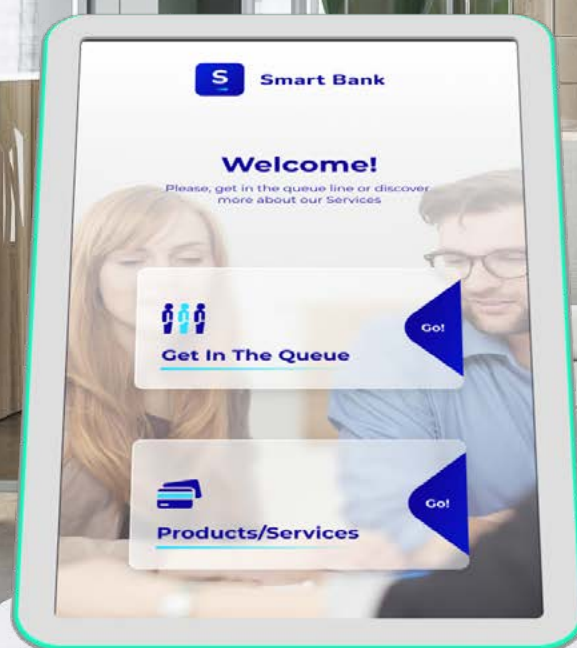


## Outdoor Kiosks

The outdoor area is a prime location to place screens as they attract the attention of passersby. Outdoor kiosks let customers perform different tasks like depositing cheques as they learn more about your services.

## Touch Kiosks

Touch screen kiosks print out dockets at the entrance and let customers complete standard transactions. The provision of self-service elevates a client's in-branch experience, fostering loyalty and satisfaction.



# Movie Theaters

Digital screens in strategic areas across your theater inform customers of movie times, encourage ticket purchases, and relieve staff from handling unnecessary queries. As it stands, movie theaters are improving their quality of services to keep customers excited to go to the movies. Discover the best locations of [digital theater signage](#).



## Entrance

Digital signs at the entrance are ideal for highlighting movie posters, showtimes, ratings, and trailers. Since it is easy to update digital signage, you can always excite your customers with the latest trailers and special discounts.



## Concessions Menu Board

Colorful digital menu boards draw people to the concession stand, allowing you to promote menu items in a mouth-watering format. As a result, you enjoy better sales and can update the menu board in seconds.



## Touch Kiosks

Touchscreen kiosks allow customers to buy their tickets, increasing customer satisfaction and reducing crowds at the theater hall. Further, interactive kiosks let people browse all your films and products, resulting in better sales.



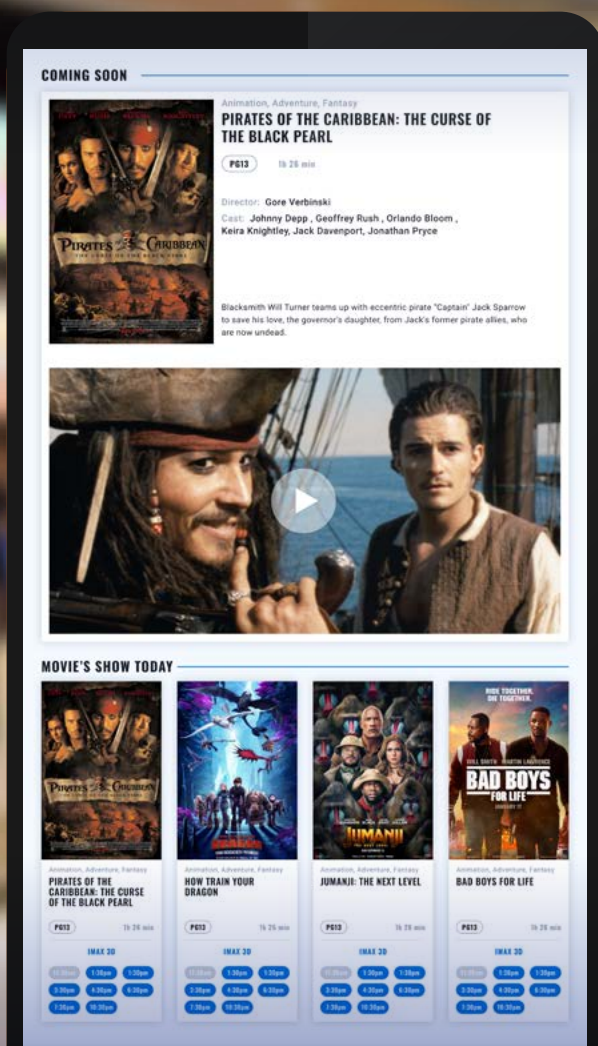
## Theater Hallways

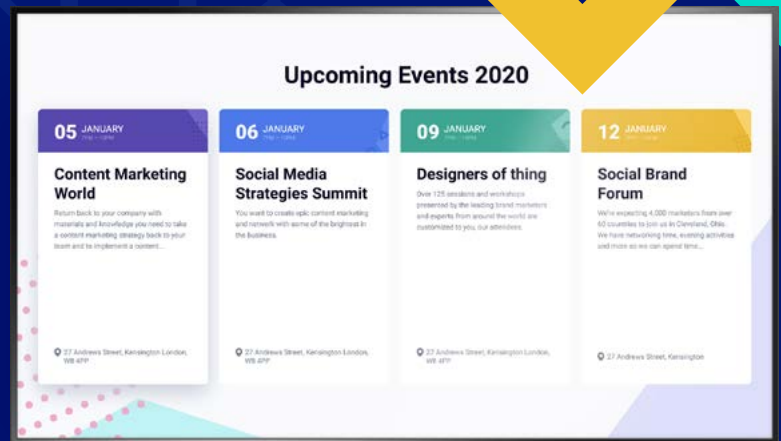
The journey leading to the movie is critical in shaping a customer's view of your establishment. Thus, entertain customers with social media feeds, upcoming movie titles, event listings, and live traffic notifications.



## Outside Signage

Outdoor digital signs are excellent at inviting people into your movie theater and improving brand exposure. However, ensure the signs are highly visible and free from obstructions like trees and poles.





# Hotels

Hotels have numerous areas that are ripe for digital signage engagement. The best locations have a lot of foot traffic, **including the following:**



## Hotel Lobby

Digital screens modernize your lobby and dazzle visitors with animated graphics and videos. Further, digital signs transform your lobby into an information hub where guests and employees receive notifications like check-in times, emergency alerts, and event listings.



## Entrance (Welcome Boards)

Lobby digital signs display real-time welcome information, notifying guests of hotel opening hours, local attractions, live traffic, and amenities. If you host trade shows, business events, and expos, use welcome boards to display ticket information, transport connections, and conference rooms.





## Wayfinding (Touch Kiosk)

Elevator screens are suitable platforms to highlight your wellness center, gym, pool, lounges, and premium rooms. Most importantly, sprinkle your brand colors, fonts, and logos in the content to reinforce customer loyalty.



## Elevator (Outside)

Guests waiting outside elevators have several idle seconds that you can leverage to improve engagement. For instance, promote upcoming events, display directories, and highlight discounts.



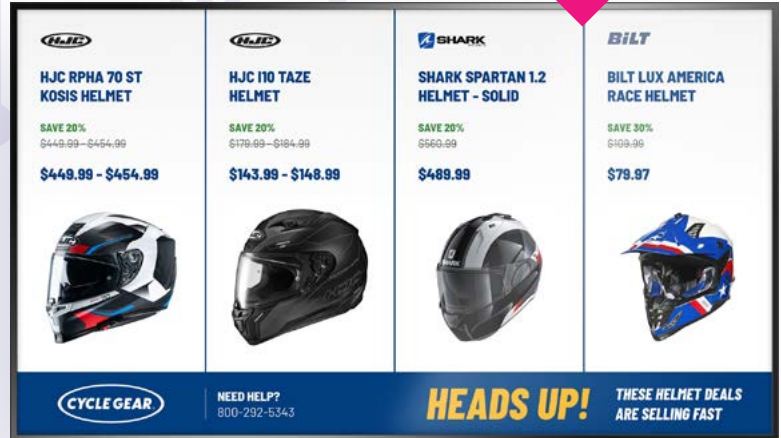
## Elevator (Inside)

Elevator screens are suitable platforms to highlight your wellness center, gym, pool, lounges, and premium rooms. Most importantly, sprinkle your brand colors, fonts, and logos in the content to reinforce customer loyalty.



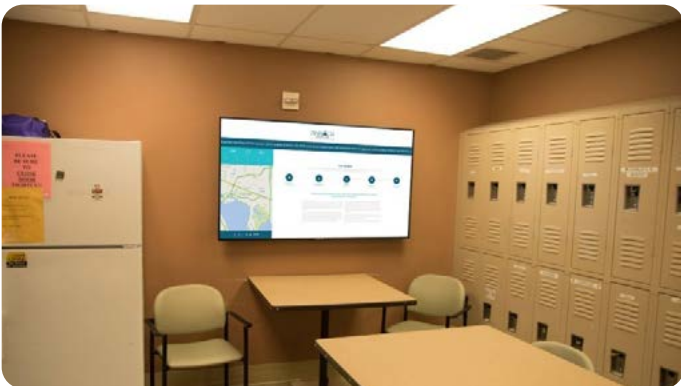
## Employee Breakroom

Effective communication is imperative to the success of your hotel's operations, as engaged workers are **17% more productive** than disengaged employees. So, install digital screens in the breakroom to share company news, celebrate employee achievements, emphasize protocols, and televise company values.



## Retail

Digital signage helps retailers create memorable in-store shopping experiences. **Retail digital signage** has numerous benefits, from increasing footfall, boosting sales, generating analytics, and saving money. Consider the locations to **enjoy these benefits:**



### Employee Breakroom

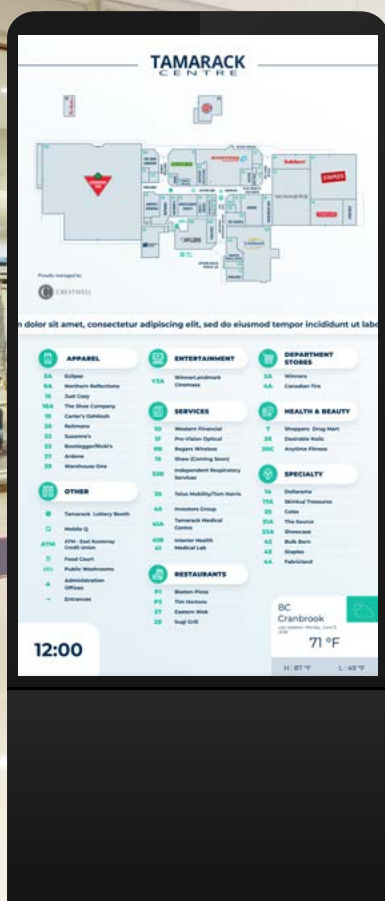
Visual content is an excellent way to reinforce training, stream staff achievements, and motivate staff. So, replace the paper whiteboards in the breakroom with bright screens that capture employees' imagination.



### End Caps

End caps are premier locations for retail digital signage because they compel customers to stop and check out the promotion. Since **50% of customers** wish to see product videos before purchase, use end cap digital signs to stream vivid ads demonstrating how to use a product.





## Store Entrance

Digital signs at the entrance draw customers in and promote bargains to boost sales. Also, stream social media content, excite visitors with real-time marketing trends, and announce upcoming product launches.



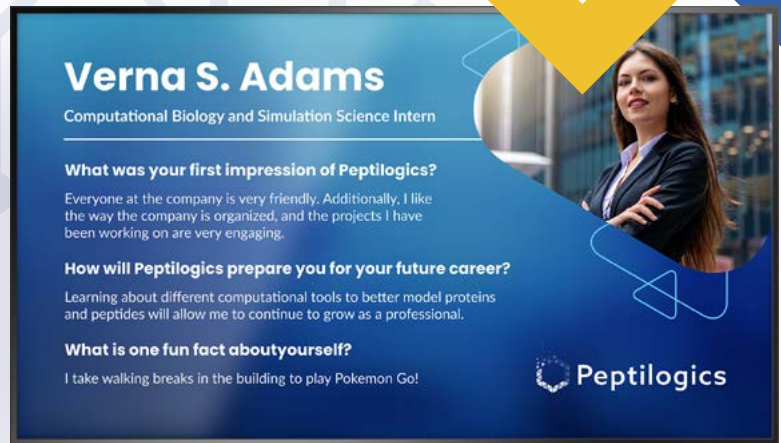
## Wayfinding (Touch Kiosk)

Wayfinding kiosks guide crowds throughout retail stores with little input from staff. Presently, **95% of consumers** wish to be left alone during shopping, and touch kiosks help you engage customers without employee interference.



## POS Display

The POS is prime placement for digital signage because **76% of purchasing decisions** are made here. Hence, placing vivid POS displays triggers impulse purchases, generating more revenue for your store.



## Corporate

Digital signage has become a must-have tool in the modern workplace as it streamlines internal communication and improves brand exposure. However, simply buying commercial-grade screens and placing them anywhere there is a power source doesn't guarantee results. The top locations for **corporate digital signage** are as follows:



### Meeting/Conference Room

Meeting room signs promote the better utilization of conference areas by displaying real-time schedules. Consequently, employees can see a room's current status and capacity with a single glance at meeting room screens.



### Lobby

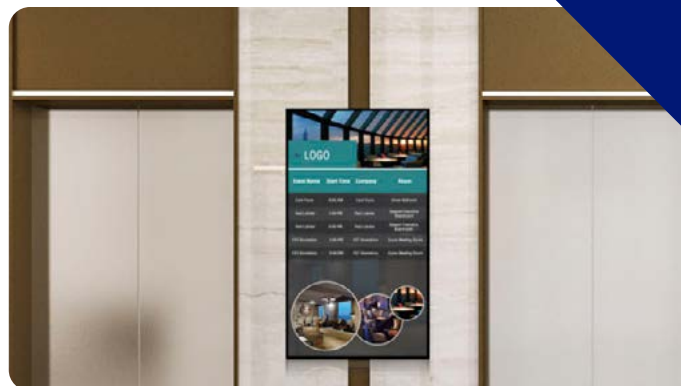
Lobby signs let you update employees and visitors with critical information like company news, upcoming events, customer testimonials, and the latest metrics. Further, show off your social media feeds and company website.





## Elevator (Inside)

Usually, elevators have few distractions, and colorful graphics are sure to get occupants' attention. Use elevator signs to popularize events and amenities and show company updates and advertisements.



## Elevator (Outside)

Digital signs reduce the waiting time for elevators and entertain impatient visitors. These signs are perfect for social media feeds, live music, weather, and traffic updates.



## Entrance (Directories)

Digital directories broadcast building layouts, identifying offices, departments, and amenities to ease navigation in your business. Invest in cloud-based digital signage software since it allows you to make directory changes remotely.



## Employee Breakroom

Digital signs in employee break rooms keep everyone in the loop, especially deskless employees, without constant access to email, intranets, and mobile apps. Also, breakroom screens highlight employee achievements, resulting in better motivation.

Court Docket			
CASE NO.	PARTY NAME	HEARING TYPE	ATTORNEY
D20-2200	ESTATE OF BERNEL DERANSBURG	PETITION TO DETERMINE HEIRS	BILL JOLLY
M19-48	MELISA WESTERFIELD VS. ROBERT WESTERFIELD &	PETITION FOR CITATION OF CONTEMPT AND FOR	RUSTY HARLOW
Y1-21-33	DECHELLE STROUP VS. AMBER NIENABER &	PETITION FOR GRANDPARENT'S	RUSTY HARLOW
G21-103	DEANNA & JAIME SAMUDIO VS. LEANDRA	-	WES RYALS
END OF EVENTS LIST			
P1-13-029	CHEQUITA BOLTON, AS MOTHER & NEXT FRIEND	-	VICTORIA RYALS
P2-21-195PL	PAUL & CYNTHIA MIDDLETON VS.	-	VICTORIA RYALS

# Government

Digital signage has many applications in government institutions, including advertising community events, showing ticket numbers, and offering wayfinding information. The top placements for [government digital signage](#) are as follows:



## Courtroom (Outside)

Digital signs streamline courthouse operations by streaming daily schedules and check-in procedures. Consequently, staff spends less time directing crowds and designing printed flyers.



## Hallway

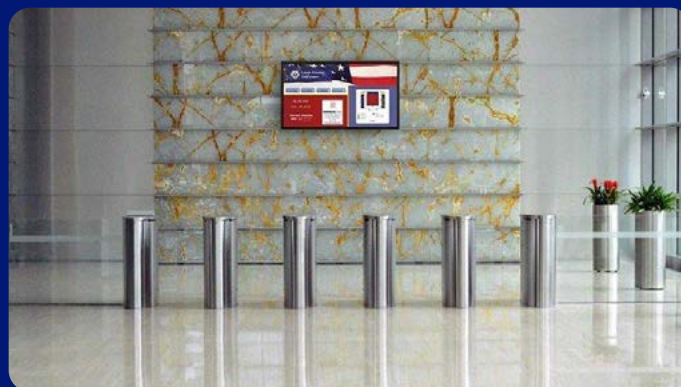
Commonly, people are unaware of the entire catalog of services offered by federal, state, and local offices. Hallway digital signs are ideal for exhibiting how your services benefit the community and building trust with your constituents.





## Entrance (Directories)

Digital directories improve navigation in government facilities by showing the location of amenities, courtrooms, and conference rooms. Updating these directories is easy from anywhere with an internet connection.

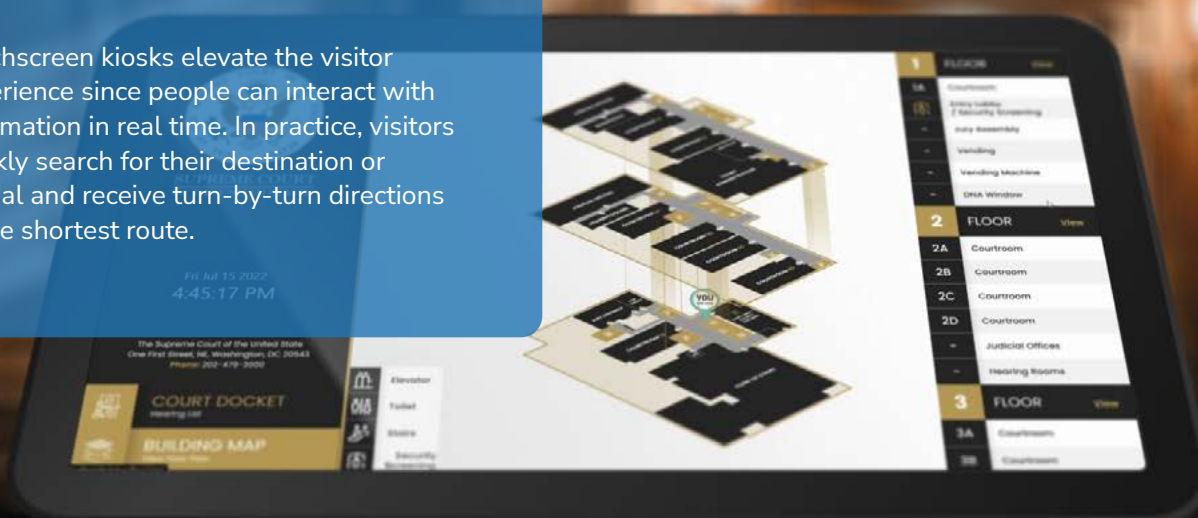


## Lobby

Digital lobby signs reduce perceived wait time by entertaining waiting crowds with social media, funny memes, and YouTube videos. What's more, digital displays modernize your facility and make people eager to visit your offices.

## Wayfinding (Touch Kiosk)

Touchscreen kiosks elevate the visitor experience since people can interact with information in real time. In practice, visitors quickly search for their destination or official and receive turn-by-turn directions of the shortest route.



# Manufacturing

Digital signage displays engage manufacturing staff across all your locations, including the entrance, breakroom, and plant floor. In this way, your employees don't miss important updates and have the information necessary to do their jobs. Read on to learn the top placements for [manufacturing digital signage](#).



## Employee Breakroom

The manufacturing sector has low employee engagement rates since most workers are deskless and lack access to internal communication tools. Fortunately, breakroom signs boost engagement rates by notifying workers of safety protocols, company news, productivity goals, and milestones.



## Warehouse

Digital signage displays in the warehouse display real-time KPIs, helping staff track productivity and targets. Additionally, digital signage software integrates with inventory management systems and project management tools and streamlines warehouse operations.





## Meeting/Conference Room

Digital displays reduce the time employees spend looking for meeting rooms by showing a room's real-time availability, capacity, and resources. Moreover, meeting room signs present data visualizations to make meetings more efficient.



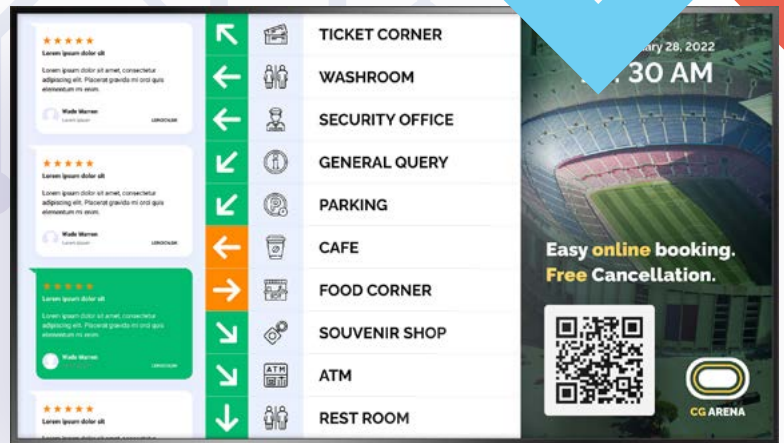
## Entrance (Directories)

Digital directories positioned conveniently at the entrance area offer directional guidance to visitors and staff. In addition, entrance displays provide great opportunities to reinforce your brand as you can embellish the content with your logo, colors, and fonts.



## Product Assembly Line

The product assembly line is a fantastic area to install digital dashboards and stream live KPIs like inventory totals and production quality reports. Equally important, highlight safety guidelines to ensure everyone wears the correct gear and handles equipment with care.



# Sports Venues

**Sports digital signage** increases revenues at ticket booths and food stands while elevating the spectator experience. Discover the best locations for digital screens at sports venues.



## Concessions Menu Boards

Digital menu boards are impressively dynamic and are much better alternatives than static menu boards. For example, you can remove sold-out items in seconds and promote cold beverages when it is hot.



## Team Shop

Video advertisements on bright screens will boost the sales of jerseys and other merchandise, resulting in better revenues. Further, upgrade the retail experience by streaming exclusive team content to excite fans.





## Stadium Hallways

Stadiums are pretty big, and spectators often get lost trying to find their way to the arena, bathroom, food stands, and other amenities. So, place digital signs in your facility's hallways to offer wayfinding information and promote upcoming events.



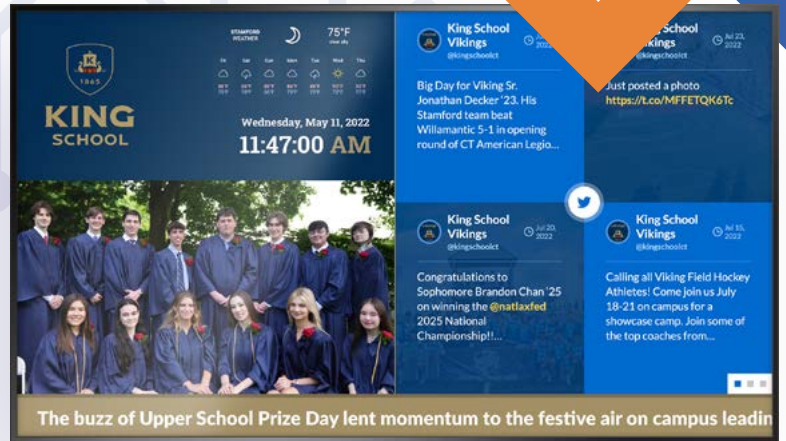
## Employee Breakroom

Digital signage also helps sports venues nurture a shared vision and culture among employees by deploying essential notifications. Breakroom signs can welcome new employees, reinforce protocols, advertise training opportunities, and motivate teams.



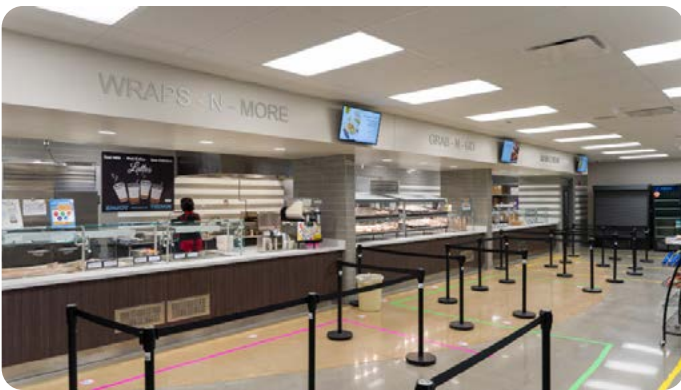
## Office Hallways (Employee Communications)

Office hallways are excellent locations for digital screens as they grab attention as workers move between departments and work areas. Use these signs to televise real-time visitor information that helps team members do their jobs.



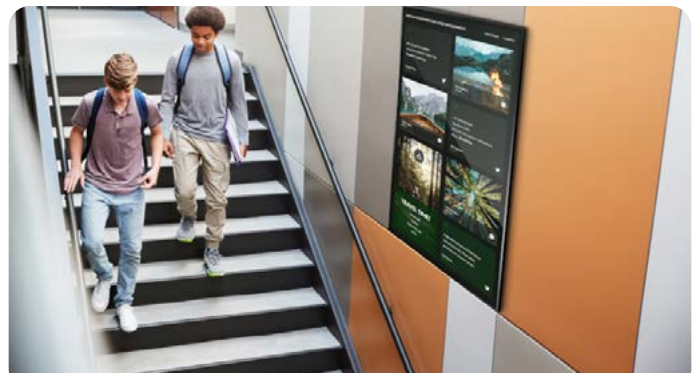
# Education

Digital signage is growing in popularity in the education sector as educators try to connect with tech-savvy students. Already, **70% of colleges** have installed the technology, which is also appearing in elementary, high schools, and vocational institutions. The best locations for **education digital signage** are:



## School Cafeteria

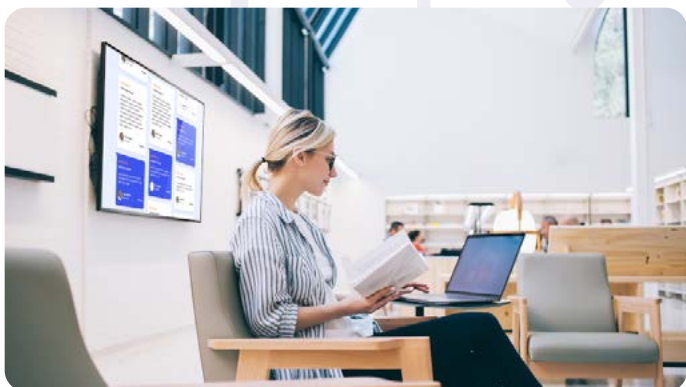
Digital menu boards fascinate students with colorful imagery and animated graphics, drawing attention to foods, beverages, and special discounts. Furthermore, the displays include nutritional information to help students make better diet choices.



## School Hallways

School hallways receive a lot of daily traffic, making them prime locations for vibrant digital signs. Hallway signs show wayfinding directions, football highlights, school calendars, weather, and emergency feeds.





## Staff Breakroom

Staff easily ignore outdated flyers on crowded whiteboards in breakrooms. Instead, deploy digital signage to show training videos, employee achievements, and HR notices.

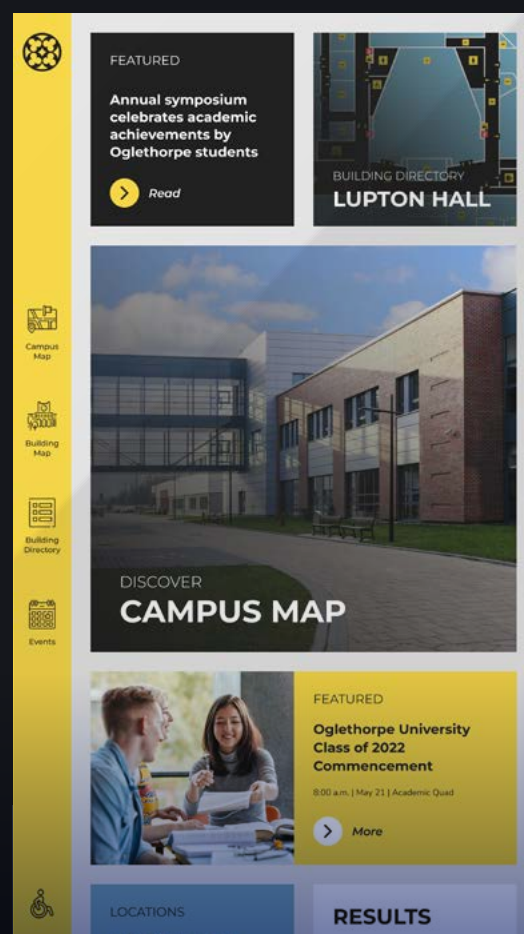


## Entrance (Directory)

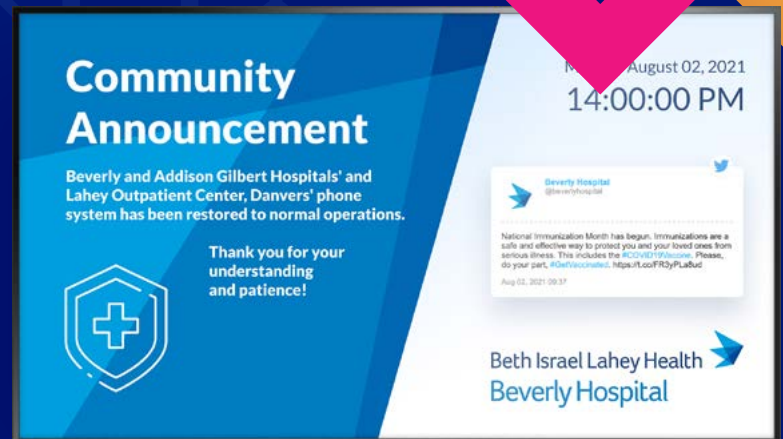
Welcome messages on lively screens at the entrance calm new students and impress parents. Further, entrance signs broadcast real-time listings and directions to classes, departments, sports arenas, cafeterias, and other amenities.

## Outdoor Campus Enclosures

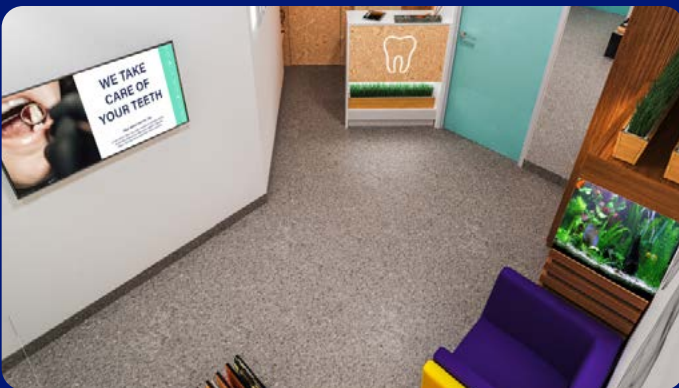
Sleek outdoor digital displays advertise your institution as innovative and modern. Use these signs to announce school events and generate revenue by selling ad space to local businesses.



# Healthcare

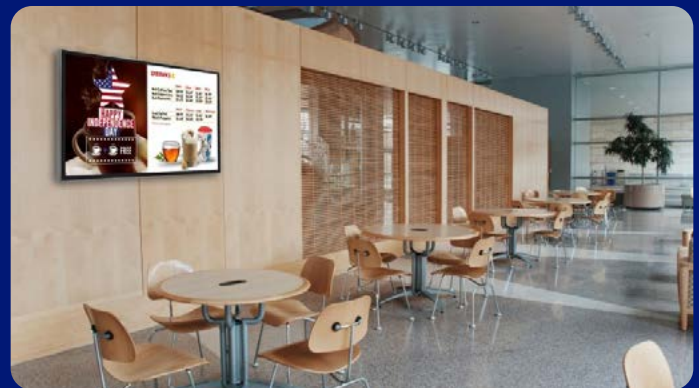


Digital signage is invaluable in any healthcare facility as it empowers employees with timely information. Typically, hospitals and clinics are bustling with activities, where doctors, nurses, supporting staff, and patients move between offices, wards, and breakrooms. Digital signs cut through the noise to distribute real-time content in a streamlined fashion. Explore the top locations for [healthcare digital signage](#).



## Waiting Room

Usually, visitors in hospital waiting rooms are riddled with anxiety. Thankfully, digital signs are the perfect distractions, and you can use live music, funny YouTube videos, social media posts, and the latest news to calm patients.



## Employee Break Room

Breakroom digital signage instantly posts changes to shift schedules and keeps operations running smoothly. Additionally, draw attention to training opportunities, company mission and values, upcoming events, and updates on patient load.





## Entrance (Directories)

Patients and anxious families get more stressed if they can't find their destination in large healthcare facilities. Hence, place digital directories at the entrance to help visitors map their way around your building.



## Patient Rooms (Inside)

Digital signs in patient rooms display social media feeds, light movies, soothing music, and other entertainment to alleviate boredom. Also, update patients on their meal choices and scheduled appointments.



## Patient Rooms (Outside)

The area outside patients' rooms is ideal for mounting tablet screens that give doctors and nurses critical patient details. For example, a single glance can show who is in the room and the time for their next medication.



## Hallways

Once you commit to a digital signage project, deploy several screens across your hospital's hallways to disperse wayfinding information and healthcare tips. The ability to make real-time changes to digital signs allows you to launch emergency broadcasts and get healthcare workers where they are needed.

# Restaurants

Digital signage is a game-changing technology in the restaurant sector. First, it attracts customers, **enhances brand awareness**, and **upsells products** for better profit margins. Next, digital signage **streamlines** a restaurant's **operations** by informing staff in real-time. The top placements of **digital displays in restaurants are as follows:**



PIZZA		8"	10"	12"	14"	16"
		Mini	Small	Medium	Large	Giant
<b>SPECIALTY</b>		\$8.70	\$15.75	\$20.95	\$27.95	\$28.50
<b>ONE TOPPING</b>		\$7.45	\$11.45	\$16.45	\$21.95	\$23.50
<b>TWO TOPPING</b>		\$7.70	\$12.75	\$17.75	\$23.75	\$25.00
<b>THREE TOPPING</b>		\$7.95	\$13.75	\$18.85	\$25.55	\$26.50
<b>FOUR TOPPING</b>		\$8.20	\$14.75	\$20.25	\$27.75	\$28.00

**SPECIALTY PIZZAS**

<b>Big "H" Special</b> Pepperoni, Salami, Sausage, Mushrooms, & Black Olives  <b>Vegetarian</b> Onions, Green Peppers, Tomatoes, Mushrooms, & Black Olives  <b>Super Plus Special</b> Pepperoni, Ham, Bacon, Onions, Mushrooms, & Green Peppers  <b>Blue Banner</b> Salami, Pepperoni, Mushrooms, Olives, Red Onions, Green Peppers, Linguica, & Sausage	<b>Buffalo Chicken</b> Mushrooms, Olives, Grilled Chicken, Red Onions, & Hot Sauce Drizzle  <b>BBQ Chicken</b> Pepperoni, Salami, Sausage, Mushrooms, & Black Olives  <b>All Meat</b> Pepperoni, Salami, Linguica, Ham, Sausage, & Bacon  <b>Garlic Chicken</b> Onions, Green Peppers, Tomatoes, Mushrooms, & Black Olives  <b>Gourmet</b> Onions, Green Peppers, Tomatoes, Mushrooms, & Black Olives
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**ONLY THE FRESHEST INGREDIENTS**

<ul style="list-style-type: none"> <li>• Anchovies</li> <li>• Bacon</li> <li>• Black Olives</li> <li>• Canadian Bacon</li> <li>• Green Dell Olives</li> <li>• Ham</li> </ul>	<ul style="list-style-type: none"> <li>• Jalapeno Peppers</li> <li>• Linguica</li> <li>• Mushrooms</li> <li>• Red Onions</li> <li>• Yellow Onions</li> <li>• Pepperoncini</li> </ul>	<ul style="list-style-type: none"> <li>• Salami</li> <li>• Sausage</li> <li>• Seasoned Beef</li> <li>• Tomato</li> </ul>
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## Digital Menu Boards

Diners want an easy-to-read menu, and digital menu boards list menu items in a highly-attractive manner. Even better, the boards show real-time changes so you can inform customers if a product is sold out before ordering.



## Drive Thru

A digital signage solution at the drive-thru is the ideal platform to upsell high-ticket items and run promotions. In fact, **74% of consumers** agree that special offers are a chief factor in purchases, so use high-definition images and videos to present discounts.





## Hallways

Install digital signage in the hallways as well to entertain and engage diners. For instance, stream current affairs, highlight local attractions and advertise happy hours and new menu items.



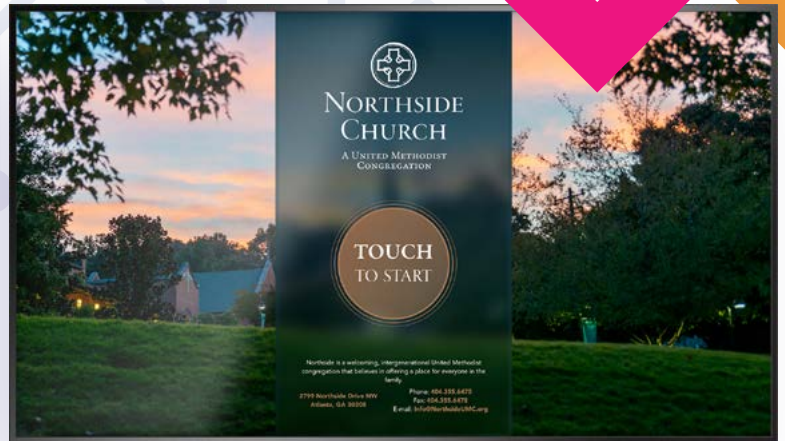
## Entrance (Welcome Boards)

Digital welcome boards at the entrance display personalized welcome messages, the day's menu, and special offers. Even better, install an interactive kiosk to facilitate the ordering process and reduce queues at the counter.

## Private Party Rooms

As customers wait for their food and beverage orders during private parties, display entertainment like music videos, funny clips, or games on digital signs. Subsequently, you enjoy improved customer satisfaction and retention.





## Worship Venues

Announcements during services and paper flyers on bulletin boards can be boring and forgetful unlike sleek digital displays. Therefore, install digital signage to keep your congregation informed and reduced printing costs. The top placements for **digital signage in worship centers** are:



### Sanctuary

Digital signage placed prominently at the sanctuary is perfect for spotlighting and appreciating the choir, attendants, and volunteers. Moreover, digital signs impress newcomers and elevate the worship experience by broadcasting religious verses and song lyrics.



### Main Entrance (Foyer)

Digital signs at the entrance are suitable mediums to highlight service times, relevant contact information, parking, childcare areas, and other amenities. In addition, add a digital directory that directs congregations to prayer halls, bathrooms, and offices.



## Hallways

You will need sturdy wall mounts to install digital screens across your hallways. Then, furnish the displays with wayfinding information, announcements, community events, and donor appreciation posts.



## Administrative Office

The administrative office is a prime location for digital signage because it receives traffic from employees and worshippers. Broadcast inspirational stories, charitable works, your center's ideologies, and sermon news on office displays to boost employee and visitor engagement.



## Prayer Room

Digital signs at the entrance draw customers in and promote bargains to boost sales. Also, stream social media content, excite visitors with real-time marketing trends, and announce upcoming product launches.



# Install Your Digital Signage Screens Today!

A site survey is vital before you install digital signage to identify the areas which will give your screens maximum impact. Ideally, scope out high-traffic areas where crowds linger, such as waiting rooms, cafeterias, inside

elevators, and employee breakrooms. Remember that the right locations vary by market, and you must carefully consider your digital signage needs before installing signs across your facility.



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