

DIGITAL SIGNAGE FOR
EMERGENCIES



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Digital Signage for Emergencies

Primarily, businesses use digital signage displays for brand advertising and promotions. However, digital signage is an effective tool for sharing real-time emergency alerts in case of a fire, active shooting, or extreme weather. As it stands, [50% of U.S. companies](#) are unprepared for a severe emergency. Given the rise of climate-fueled disasters and active shootings, organizations must invest in emergency notification systems to protect employees and customers.

Digital signage is ideal for emergency alerts because you can set up screens in any area to grab people's attention. Usually, organizations situate dynamic signs in lobbies, hallways, breakrooms, near and in elevators, and cafeterias. These spaces receive large amounts of traffic, enabling you to reach many people in no time.





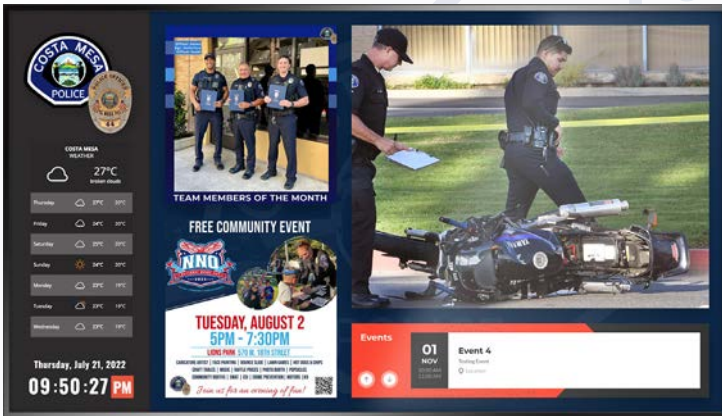
Rising Issues with Safety in Public Spaces and How Businesses Can Protect Patrons and Employees

While businesses have always faced public safety threats, the workplace has increasingly become dangerous for visitors and staff. To illustrate, [1 out of 7 workers](#) feel unsafe at work due to the risk of workplace violence. Robbery is a leading cause of workplace violence, but unhappy customers, employees, and violent spouses and ex-partners of workers also pose a threat to workplace safety.

The rise of active shootings is another primary safety concern for businesses. [In 2021](#), the U.S. recorded 61

active shooter incidents, a 52% increase from 2020, prompting many companies to adopt active shooter protocols.

Lastly, severe weather like flash floods, high heat, storms, cold stress, and wildfires affects workplace safety and inflates insurance costs. Organizations need real-time alert systems that warn the public and staff of severe weather to reduce drownings, electrocutions, heat stress, and other effects of natural disasters.



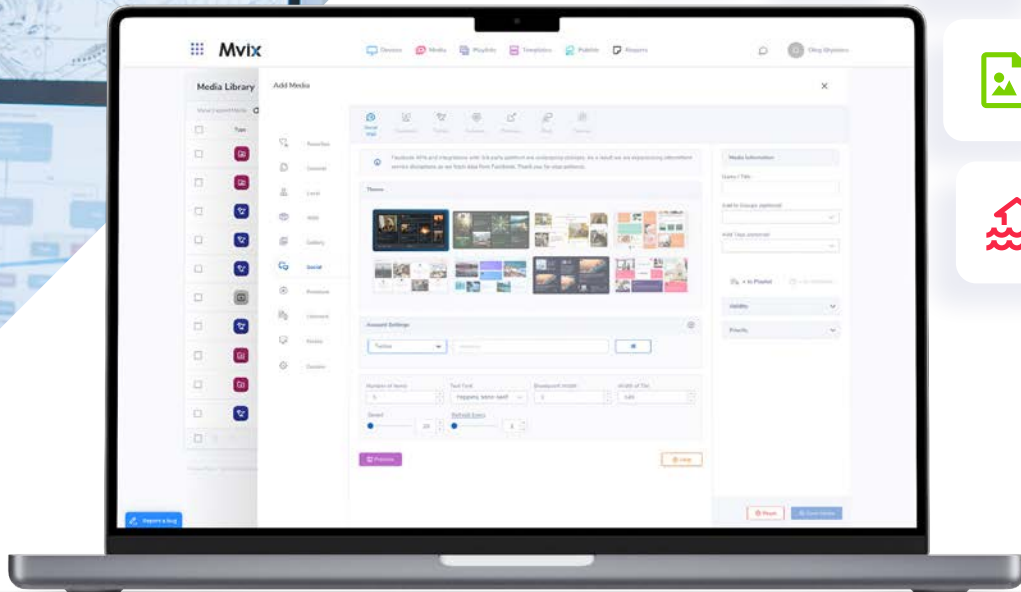
What Is Digital Signage?

Digital signage is the deployment of display technologies like LED and LCD to broadcast images, videos, weather data, menus, streaming media, and other messages. The technology works by combining **digital screens**, **media players**, **digital signage software**, and **digital content**.

Each element has a vital role in the success of a digital signage system. For example, a media player connects the digital screens to the software and processes and relays content to the displays.

Your choice of digital signage software is among the most critical decisions you make when installing a

digital signage system, as it controls the content that appears on your digital signs. Essentially, you want an easy-to-use and scalable software that provides top-notch security, remote controlling features, multi-user access, and third-party integrations.



Mvix CMS Software

The Mvix [digital signage software](#) is a market leader for cloud-based applications that streamline content creation. First, the platform's user-friendly interface lets you launch your projects quickly, even without extensive knowledge of graphic design. Second, you can manage multiple screens from a central dashboard, which is handy for businesses with sprawling campuses or numerous offices.

Further, the software has 150 content apps like social

media feeds to show off your posts, RSS feeds, queue management, weather alerts, live traffic, and emergency alerts.

Content scheduling and zone-based templates help you stream a variety of messages to keep audiences glued to your signs. Conclusively, the Mvix CMS software gives you complete control of your digital signage displays, so you can enhance internal and external communication.

Example of Emergency Situations

The first step in drafting an **emergency preparedness plan** is to identify potential risks faced by your organization. The most common types of emergencies include:



Evacuation

When disaster strikes an organization, fear and anxiety prevent customers and workers from thinking logically. Hence, you need an evacuation plan to direct people to exits and safe meeting places. During an evacuation, encourage people to stay calm and account for all visitors and employees once they assemble in the designated area.



Chemical Spills

Chemical spills in labs, factory floors, water treatment plants, and transportation docks expose employees and customers to hazardous materials. After a chemical spill, alert nearby occupants promptly and evacuate the area to allow for cleanup operations.



Shelter in Place

A natural disaster or biological contamination may make the indoors safer than the outdoors. In this case, employees and visitors stay in your building until the authorities remove the shelter-in-place directive.



Gas Leaks

Gas leaks demand an immediate response as they threaten life and property. As such, you must have a plan to alert staff and customers, evacuate the building, shut off the main gas line, and contact the gas company.



Lockdowns

An emergency lockdown gives the police and other authorities time to confront and secure a security threat. During a partial or full lockdown, you must direct people to lock entry doors, avoid evacuating the building before confirming that it is safe and remain quiet.



Fire

Industrial and manufacturing facilities report [37,000 fires](#) yearly, resulting in property damage, injuries, and deaths, according to The National Fire Protection Association. Hence, all businesses need fire detection and alert systems to minimize casualties.



Inclement Weather

Strong winds, heavy rain, hail, heatwaves, and other bad weather affect the safety of employees and customers leaving your premises. So, share weather alerts and safety precautions on digital signage screens to display your commitment to client and staff safety.



Natural Disasters

Natural disasters like floods, hurricanes, tornadoes, snow, and storms can damage your building and compromise the safety of occupants. So, develop extreme weather policies that determine how to inform the public and when to close your facilities.



Active Shooters

Recently, companies have started listing active shooter incidents as risk factors due to the rise of gun-related incidents. In such an event, businesses need automated response tools that warn building occupants and the public and manage people's movement to a safe area.



Communication from Police

Digital signage software that integrates with the local police department's Alertus service promotes public safety by disseminating real-time emergency notifications. Consequently, local triggers override your digital content and track natural disasters and evacuation efforts.

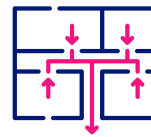
Different Ways to Use Digital Signage in an Emergency

Strategically-positioned digital signage displays broadcast critical information during **natural disasters**, **active shootings**, and other **emergencies**. Information that can be shared includes:



Evacuation Routes

Clear evacuation maps on digital screens reduce the panic and stress that accompany emergencies. Particularly, evacuation maps are critical for people unfamiliar with a building's layout. They can provide simple instructions to locate exits and entrances during a fire, active shooter situation, chemical spill, or other incidents.



Safety Steps

While most companies have safety steps in place for emergencies, they often struggle to communicate these procedures with staff and the public. With digital signage, you can quickly inform people on what to do during an emergency, whether you want them to evacuate the building, use fire extinguishers, check on the wellbeing of others, or assemble in a designated area.



Alternate Traffic Options

Typically, floods, hurricanes, storms, and tornadoes disrupt traffic flow, forcing employees and customers to seek alternative routes to or from your premises. Digital signs can show live-traffic streams which help building occupants plan their commutes and avoid snarl-ups.



Calming Messages to Ease Tension

During a lockdown or a shelter-in-place directive, calming notifications ease tension and show audiences that you care about their safety. Additionally, [digital signage alerts](#) can give people a sense of control during an emergency, motivating them to seek safety and heed instructions.



First Responder Instructions

Digital signage is a great medium to highlight life-saving instruction from rescuers, firefighters, paramedics, police, and other first responders. In this way, you reduce confusion among area occupants who don't know what to do during an emergency.



Real-time Weather Updates

Real-time weather alerts prepare workers and customers for heat waves, snow, heavy rainfall, and other extreme weather.

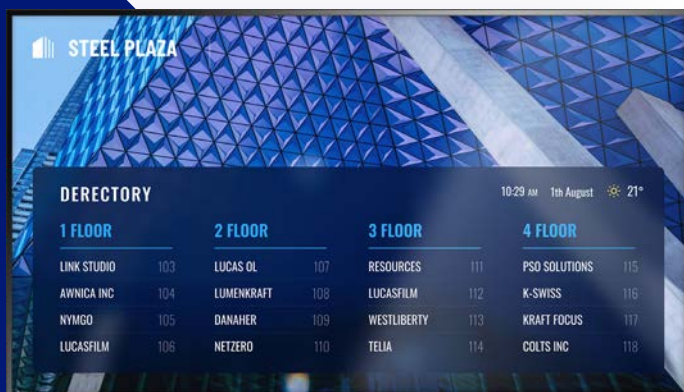
Use Cases

Digital signage features many solutions that can send alerts, including:



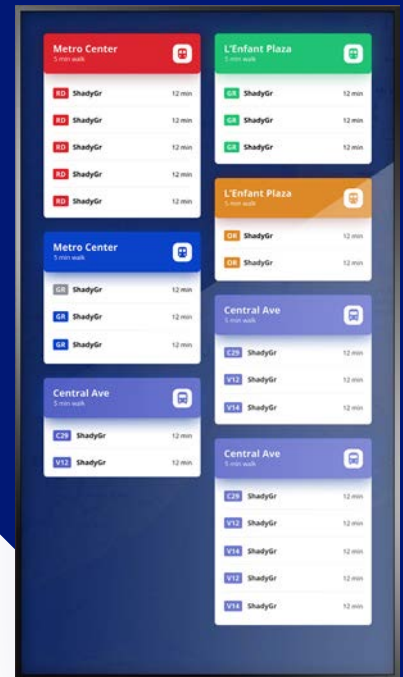
Outdoor Digital Signage

Outdoor digital signage enhances public safety by showing ambulance contact information, details about local shelters, and safety instructions. Place outdoor signs near entrance and exits, car parks, recreational areas, and other places that receive high traffic for maximum impact.



Video Walls

The prominence of video walls makes them incredibly effective in distributing alert messages. Moreover, these giant displays show multiple notifications via zoned templates. This makes it easy to simultaneously streamline evacuation routes, safety instructions, real-time weather, and traffic.



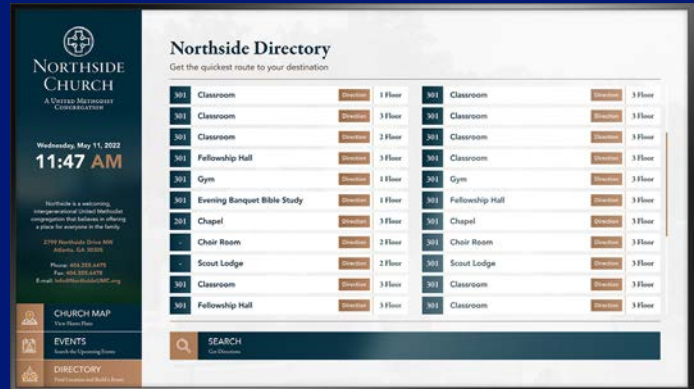
Digital Building Directories

Digital building directories showcase building layouts, tenant lists, and wayfinding information. However, emergency notifications can override a directory's content in seconds to reach employees and customers.



Production/Metric Displays

Production displays effectively reach workers on the factory floor and declare emergencies in case of equipment failure, chemical spills, fires, and gas leaks.



Digital Menu Boards

Digital menu boards captivate audiences with dynamic and animated content, making them ideal for sharing emergency alerts.



Wayfinding Signage

[Wayfinding digital signs](#) streamline indoor and outdoor navigation in transit stations, schools, manufacturing plants, and stadiums. Since wayfinding signs are strategically placed along hallways, elevators, and entrances, they disseminate emergency information quickly and reliably.



Break Room Signs

Break room signs enhance employee safety by broadcasting emergency instructions in eye-catching formats.





Waiting Room Signage

Guests in your waiting room need protection from fires, active shootings, gas leaks, and natural disasters. Waiting room digital signs allow instant alerts to get everyone to safety.



Court Docket Displays

Courthouses must have safe environments for citizens to receive justice and for staff to uphold the law. Luckily, court docket displays grab people's attention and reinforce safety notifications.



Lobby Signage

In addition to welcoming guests and staff, [digital lobby signs](#) display wayfinding information and emergency warnings.



Digital Welcome Boards

By showing common alerting protocols (CAP) alerts on digital welcome boards, you free staff to help during a crisis and achieve control of a disastrous situation.



DOOH Advertising

DOOH Advertising is more powerful than traditional billboards and flyers in brand promotion. Besides ad networks, you can leverage these displays to warn the public of various disasters.



Meeting Room Signage

Employee safety is paramount during an emergency, and meeting room signage helps you reach staff in meeting and conference rooms.



Solutions for Every Industry

Workplace safety is critical in all kinds of **businesses** and **industries**, including:



Banks

The prospect of gaining large amounts of cash makes banks attractive to burglaries, and these institutions benefit immensely from digital signage emergency alerts. Additionally, banks can warn customers in hallways, waiting areas, employee offices, and breakrooms of fires, bad weather, and other emergencies.



Healthcare

Healthcare settings have numerous safety risks, such as exposure to flammable chemicals and biological hazards. Further, healthcare workers are constantly moving around, making it hard to reach all of them at once. Fortunately, you can place LED screens across your facility to contact patients and staff wherever they are.



Government

Courthouses, police departments, DMVs, community centers, social security offices, and other government facilities use digital signs to send timely and relevant warnings to the citizenry and staff.



Educational Facilities

As it stands, gun violence is a major concern for American schools, which need reliable emergency alert systems to keep students safe. With digital signage, you can notify students and faculty of an active shooter situation, fire, robbery, or another crisis.



Hotels

Digital signage emergency alerts help hotels direct workers and clients to safety during fire hazards, workplace violence, and vandalism.



Corporate Offices

Company alerts on bright digital screens facilitate evacuation efforts in case of fires, gas leaks, extreme weather, or burglaries.





Manufacturing

Manufacturing facilities have multiple chemical, mechanical, and physical hazards and require disaster preparedness plans to save lives. So, install digital signs across your facility to keep everyone updated during disastrous incidents.



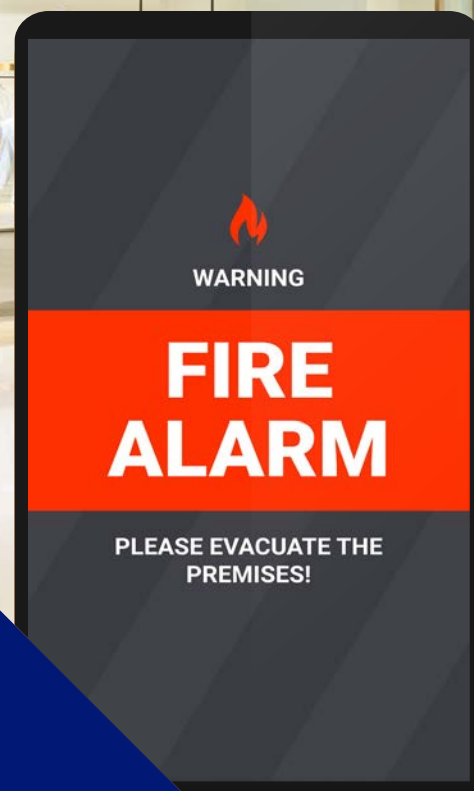
Restaurants

Recently, many restaurants have adopted digital signage to boost sales, enhance branding, and drive growth. Digital restaurant signs come in handy during emergencies as you can swiftly disseminate instructions and breaking news.



Retail

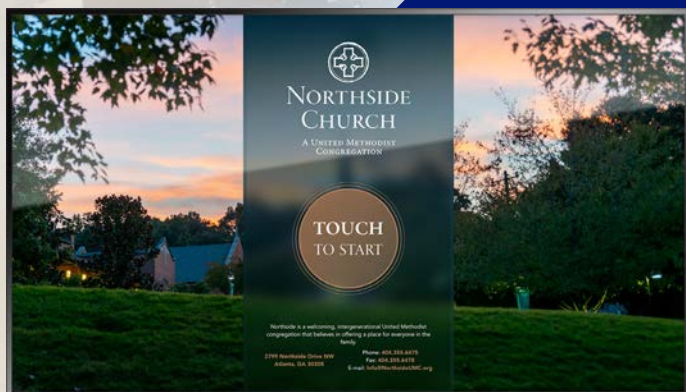
Customers and employees in retail stores are prone to panicking during crises, but you can control the situation by providing them with evacuation routes and safety procedures.





Worship Venues

Criminals, active shooters, vandals, and terrorists actively target worship venues, and these institutions need to be proactive in safeguarding worshippers' and staff safety. Digital screens are among the best tools for emergency communication as they tell people what to do in stressful situations.



Sports

Anything can happen when hundreds of people are packed in a stadium or arena. So, furnish your sports area with large digital displays that warn enthusiasts of violence, terrorism, or fires.



Entertainment

Digital signage promotes public safety in bowling centers, arcades, aquariums, cinemas, music halls, and other entertainment areas by broadcasting real-time warnings.



Benefits/ROI

Naturally, digital signs are **visually-compelling**, making them excellent emergency alert tools. The benefits of emergency digital signage include:



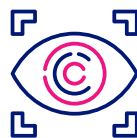
Visibility to Warn when There Is Trouble

Video walls, elevator digital displays, digital directories, and lobby signs are hard to ignore, even at night. These solutions ensure that your target audience sees your message and follows your instructions.



Customization of Messages Distributing Real-Time Updates

You can modify your emergency messages to suit your specifications and even deploy different safety instructions to screens in the same building. Customization is vital in ongoing emergencies like fires and active shooters, where you must update information by the second to save lives.



Eye-Catching Delivery

Bright digital screens showing colorful graphics and videos are conspicuous and engaging. This unparalleled ability to grab attention makes digital signage impactful in [emergency preparedness](#) and response.



Fast Way of Distributing Crucial Communication

CAP alerts override digital signage content in seconds during emergencies to save lives and minimize property damage.



Visual and Hearing-Impaired Warnings

Digital signs also broadcast audio warnings to reach hearing- or visual-impaired audiences. As a result, everyone makes informed decisions during a crisis, enhancing public safety.





Save the Potential Lives of Your Audience

Digital signs provide a reliable medium to deliver life-saving information in seconds. For example, people may be unsure of the location of an active shooter, and a building layout displayed on large screens helps audiences plan their evacuation routes.



Effective and Efficient Communication

Disorganized evacuation plans make people's anxiety worse during emergencies. By delivering consistent safety messages in multiple languages with flashing signs, you reach everyone and eliminate barriers to effective communication.

Traditionally, businesses used SMS, email, and PAs to alert employees and customers of emergencies. However, the limitations of these mediums make them impractical for crises. For example, a student who turns off their mobile device may be unaware of a fire or active shooter on campus. Digital signage emergency

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