



Content Rich Digital Signage

Digital Building Directory



ONE

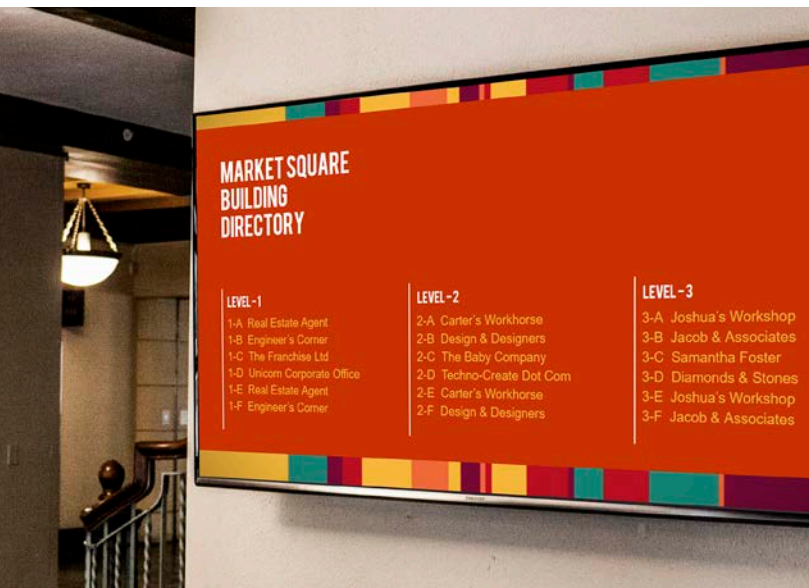
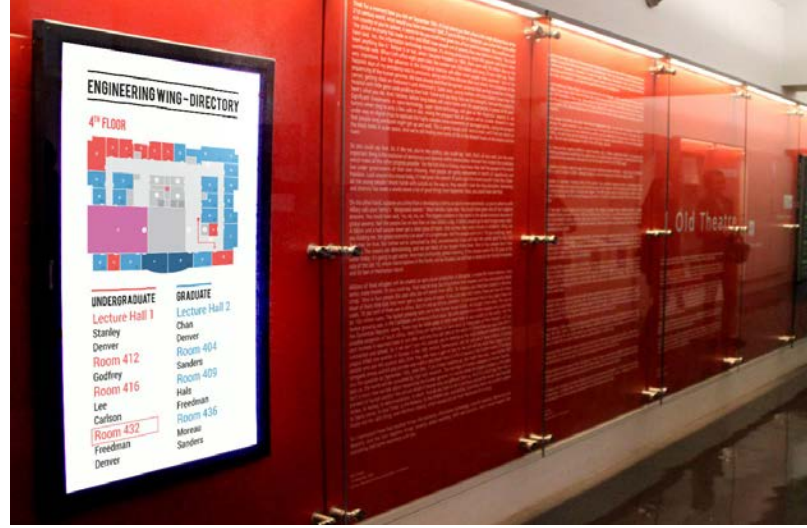
112 ACADEMY OF LEARNING
104 BABYLON PRODUCTIONS, WEDDING CENTRE
116 BEAUTIFUL YOU SALON
117 CELLPHONE AND COMPUTER
106 CELL TECH, ELECTRONICS
102 DR. TRAN LANH NGUYEN
114 ECONOTAX SERVICE INC.
118 HAIRCARE UNISEX BEAUTY SALON
101 MY VARIETY
119 MORCAN FINANCIAL INC.
107 NOR-ARM I. D. A. PHARMACY
105 RUBY'S BEAUTY SALON
108 TIM HORTONS
103 U2 OPTICAL
115 VACANT

TWO

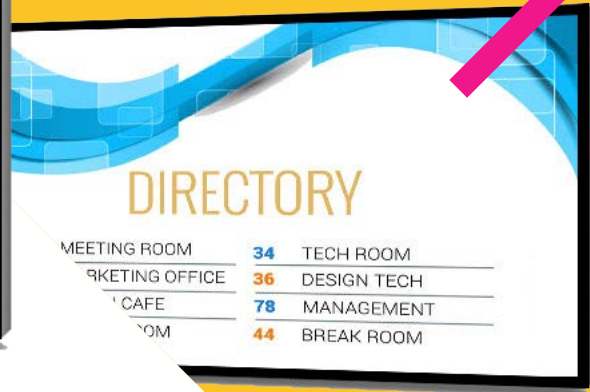
205 CARCAMO LEGAL SERVICES
200 CARRANZA LLP
204 CASA MAIZ, CULTURAL CENTRE
203 HISPANIC DEVELOPMENT COUNCIL, ASHTOR
206 HORACIO BIGOLIN / GABRIELA ARRIOLA, MSW, RSW

Features

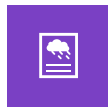
- Hundreds of customizable templates with animations
- Includes weather, scrolling text, local traffic, videos, news, etc
- No subscriptions, no ongoing fee, no contracts
- Alternate directory listing with messages and announcements
- Manage remotely over the internet from anywhere



- Display Uber, Lyft and local transit like metro and bus lines
- Includes both interactive (touch) and non-touch options
- Display floor plans to easily show the layout of the building
- Post leasing information to attract new tenants
- Show building amenities, energy saving and sell ad space to tenants



What to Display



Weather Display forecasts and current weather conditions



Traffic Show local traffic conditions and potential congestion issues that may delay travelers



Social Media Show social media posts from Twitter, Facebook, Instagrams or include all in a social wall



Transit Display live wait times for metros, buses, subways, shuttles and more



RSS Feeds Automated content feeds for video, movies, images, and audio pulled from your channels



Event listings Show event listings that the building management and/or tenants are hosting



News Show curated news feeds and weather reports



POIs Show local points of interest e.g. shopping centers, malls, schools, etc



Wayfinding Show a map of the building or campus so visitors can find their way easily



Alerts Show emergency and CAP alerts e.g. Amber alerts, snow predictions etc.

Components of a Building Directory

Display

Selecting the display/screen is a critical aspect of building your digital building directory.

The three questions to ask yourself about your display are:

1. Does it need to be touch-enabled?
2. What size is appropriate for my space?
3. Do I need commercial-grade quality and warranty?

Media player

The media player is a small device that is connected to the display via HDMI and to the internet via Wi-Fi or a wired connection. It caches the content you'll display on your building directory so your screens will never be blank, even when there is no internet connection.

Software

Digital Signage Software allows you to create and schedule the messages, graphics, and feeds that will display on your building directory.

The software will often include pre-built templates that you can customize as well as content apps (think weather, news, sports) that you can drag and drop into your "zones" i.e. sections within the screen that you've delineated for a specific use.



Mounts

Mounting solutions have functional and aesthetic benefits:

1. do you need to be able to adjust the angle of your sign?
2. are you planning for a video wall or single display?

Naturally, you'll want to consider things such as cost, support, reputation for quality, and ease of installation when evaluating mounting solutions.

Enclosures

Enclosures complement your decor and showcase eye-catching content.

Behind the scenes, the enclosures enclose a custom rack and offer space to hide equipment such as a digital signage media player and cables.

The enclosures are designed to be aesthetically pleasing, but also to provide ventilation, hide display bezels, expose power buttons, and make accessing digital signage media players as easy as possible.



- VESA® 200 x 200 up to 600 x 400mm compatible
- Eight-way tool-less adjustment for flush alignment
- Removable front cover and pull-out mount for ease of access
- Low profile (ADA compliant) design
- Aesthetic options include multiple colors, vinyl wraps, etc. to promote brand awareness
- Pre-assembled to simplify installation
- Stainless steel construction with mounting hardware
- The enclosures can come as touch or non-touch





Complete Protection

Building directories located in commercial locations can be prone to hazards like vandalism or environmental elements.

Enclosures protect your investment against these elements.

Different models come with sensor driven built-in fans for ventilation and some even come with complete HVAC system to protect against extreme outdoor temperatures.



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East Tower

Building Directories

Tower 1

Ablitech, Inc.	1102
Academi	1104
Berry Plastics	1156
Charter Arms	1145
Cabot Corporation	1106
Devon Energy	1122
EMC Corporation	1107
General Cable	1108
Herman Miller, Inc.	1111
Ingram Micro	1111
Kerr-McGee	1111
L. L. Bean	1111
McL Inc.	1111

BUILDING DIREC

SUITE	OFFICE
861	DENTISTRY
290	TAILOR
301	OFFICE FOR RENT
250	OFFICE FOR RENT
840	OFFICE FOR RENT
592	OFFICE FOR RENT
341	OFFICE FOR RENT
947	OFFICE FOR RENT

How it Works

1

Install the Media player & Screen

The media player connects to the internet wirelessly or via an ethernet cable, and to the screen using an HDMI cable.

2

Create Content/Customize Templates

The web-based software, accessible from anywhere, enables you to upload and/or create your directory and add content like weather, traffic etc

3

Publish & Display Content

Once the content is configured via the cloud software, the media player auto-downloads & displays the directory content on the screen.

4

Update Content/Reschedule

Remote access to the software allows you to easily update your directory and playback schedules on multiple screens, all from one login.



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Total Cost of Ownership

Cost of Hardware

The cost of hardware will depend on the requirements of your implementation. A strong recommendation is to get a commercial-grade display that can handle being on 24/7. Commercial-grade displays also comes with full warranties

Cost of Content Creation

There are two ways to account for cost of content. You can have your company's design team create the content or you can pay an agency or freelancer to create the content. The second option (which is usually the cheaper one) is to select digital signage software that include customizable content templates, feeds or an app store.

Cost of Installation/Implementation

Will your building directory vendor provide turn-key service i.e. handle deploying your content, mounting your sign and ensuring network connectivity? If not, include these estimated costs. If you're considering doing it yourself, take into account the expected time required to get your directory up-and-running.

Ongoing Support and Training

Many digital signage providers will include service and support as part of your cost. Be clear on the length of this agreement and have a plan in place for ongoing support and training. If this is an internal resource, calculate what percentage of their time will be allocated to troubleshooting and on-boarding new internal resources to the digital signage work flow.

CapEx or OpEx?

What type of pricing model works best for you? Getting a subscription will spread the cost out over time. Conversely, a one-time purchase may be ultimately high even though the entry cost is high.



Content Management

