



OUTDOOR DIGITAL SIGNAGE

Mvix
Content Rich Digital Signage

TABLE OF CONTENTS

Introduction: Outdoor Digital Signage	3
What Is Outdoor Digital Signage, How Does It Differ from Indoor Digital Signage?	4
Resolutions and Brightness	4
Goals and Target Audience	4
Accessibility	5
Weather Protection	5
Types of Outdoor Signage	6
LCD	6
LED	6
Projector	6
What Hardware & Software Are Needed for Outdoor Signage	7
Enclosures Needed for Outdoor Digital Signage	8
Display Features & Temperature Management	8
Installation Process	9
Costs	9
Benefits of Using Outdoor Digital Signage/ROI	10
Better Visual Appeal	10
Make Technology Feel Human-Centric	10
Real-Time & Responsive Content	11
“Wow” Factor/ Complement Existing Spaces	11
Advertisement	11
Instant Information Update	11
Top Content (Use Cases)	12
What You Can Display (Content Apps)	14
Conclusion	16

INTRODUCTION

Outdoor Digital Signage

Digital signage has become the **fastest-growing technology** in both indoor and outdoor advertising. Specifically, **the digital signage** market is expected to reach **\$32.12 billion** by **2026**.

Taking screens outside was previously the biggest hurdle to the growth of the outdoor digital signage market. Fortunately, modern screens are more durable against the elements and more legible even in brightly lit environments.

If you run a modern business, indoor and outdoor digital signage can increase your reach, promote your brand or products. This guide focuses on the benefits and applications of outdoor digital signage.

What Is **Outdoor Digital Signage**, and How Does It Differ from Indoor Digital Signage?

Outdoor digital signage describes outdoor digital displays that communicate with customers and passersby outside of the store. Digital billboards, such as those in New York's Times Square, are probably the best examples of outdoor signage. Also, outdoor digital displays are prevalent in train stations, stadiums, airports, and other high-traffic areas.

Outdoor digital signage is significantly different from indoor signage. First, indoor digital displays appeal to customers inside a store, school, hotel, or other establishments. In comparison, outdoor signage commands the attention of passersby. Other differences between the two technologies include:



Resolution and Brightness

Outdoor displays have more brightness requirements due to the intensity of direct sunlight. In other words, no one will see the content on an indoor screen that you take outside. If you install outdoor screens indoors, the bright light will cause migraines and eye irritation.

Indoor displays need higher resolutions to display information in close viewing distance. This high resolution lends to excellent image clarity, perfect for restaurants, retail stores, and other indoor applications. In comparison, outdoor signage requires a lower pixel density because customers view them from further distances.



Goals and Target Audience

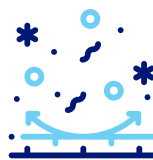
Typically, advertisers use an outdoor digital sign to attract the attention of passersby and lure them into a store. However, the message must stand out as you have limited time to make an impression with an outdoor digital display. Indeed, outdoor digital signage solutions are larger than indoor displays for a more dramatic effect.

In contrast, indoor signage solutions are smaller and contain more specific information. A potential customer enters your store willingly, but they may need a final push to make a purchase. Thus, display concise and targeted information on indoor displays, such as pricing and features.



Accessibility

While you can integrate interactivity with indoor and outdoor digital displays, the technology is more common in indoor solutions. Interactivity invites customers to experience your brand on a more personal level, as they can browse your products or find wayfinding information on an interactive map. However, you can use touch screen kiosks in the outdoors for ad campaigns.



Weather Protection

You'll find it easier to set up and care for indoor signage as long as you have full control of the environment. In contrast, an outdoor digital sign withstands many elements, including bright sunlight, dust, and moisture.

Types of Outdoor Signage

Generally, advertisers use three kinds of **outdoor signage displays**:



LED

LED technology lights up many modern screens, including computer screens and phones. An LED sign produces intense light while being energy-efficient and long-lasting. Further, LED screens provide advertisers with many programming options.



LCD

LCD screens are affordable, offer a high resolution, and are popular in indoor applications. But, they require special protectors to withstand outdoor weather conditions.



Projector

You don't need screens with projectors as they produce images or texts on large, flat surfaces, such as stone. Although projectors are less pricey than LED and LCD screens, they don't offer similar image quality. However, you can use projectors in applications that don't require a bright and intrusive screen.





What **Hardware** and **Software** Are Needed for **Outdoor Signage**?

You require a weatherproof outdoor screen or a screen contained in an outdoor enclosure for an outdoor signage system. The setup should withstand moisture, dust, dirt, and temperature changes. Also, look for high brightness capabilities and ambient light sensors that adjust to changing weather conditions.

Some monitors don't require an enclosure as they provide enough protection from the elements. However, your displays may need robust casings to discourage vandals from theft.

Once you set up your outdoor digital displays, you need a content management system to display content. Often, advertisers situate outdoor signs in hard-to-reach areas or spread them out across a metropolis. Thus, you can't travel to each sign and update content via a USB drive.

Outdoor signage software lets users make real-time updates remotely. When you choose the software, ensure it can handle the scope of your intentions for the system. First, the platform should be intuitive, user-friendly, and allow the automation of essential tasks. Second, users should be able to manage multiple screens at once via the software.

Also, choose a software that lets you schedule content to display at predetermined times. Ultimately, you want a secure and scalable content management system that helps your business grow.

Enclosures Needed for Outdoor Digital Signage

Enclosures are an essential part of outdoor digital signage systems. Invest in a model with:



Vandalism Protection



Cooling System



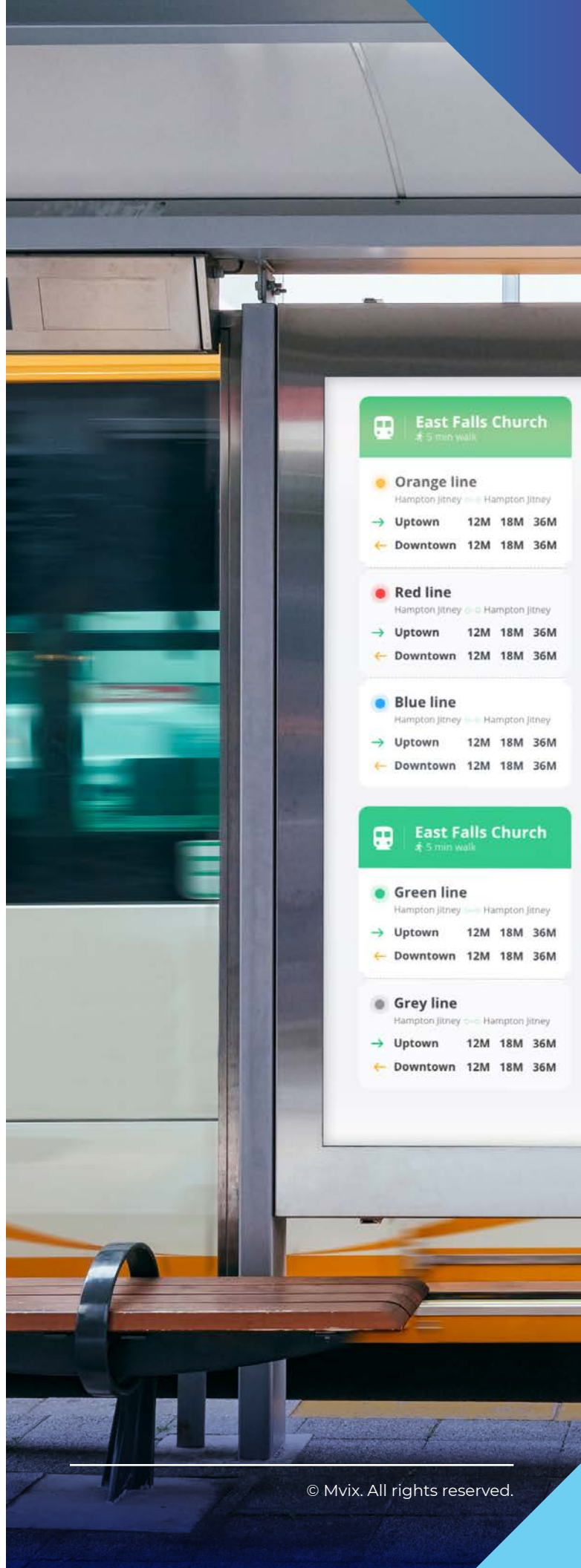
Anti-Reflection Technology

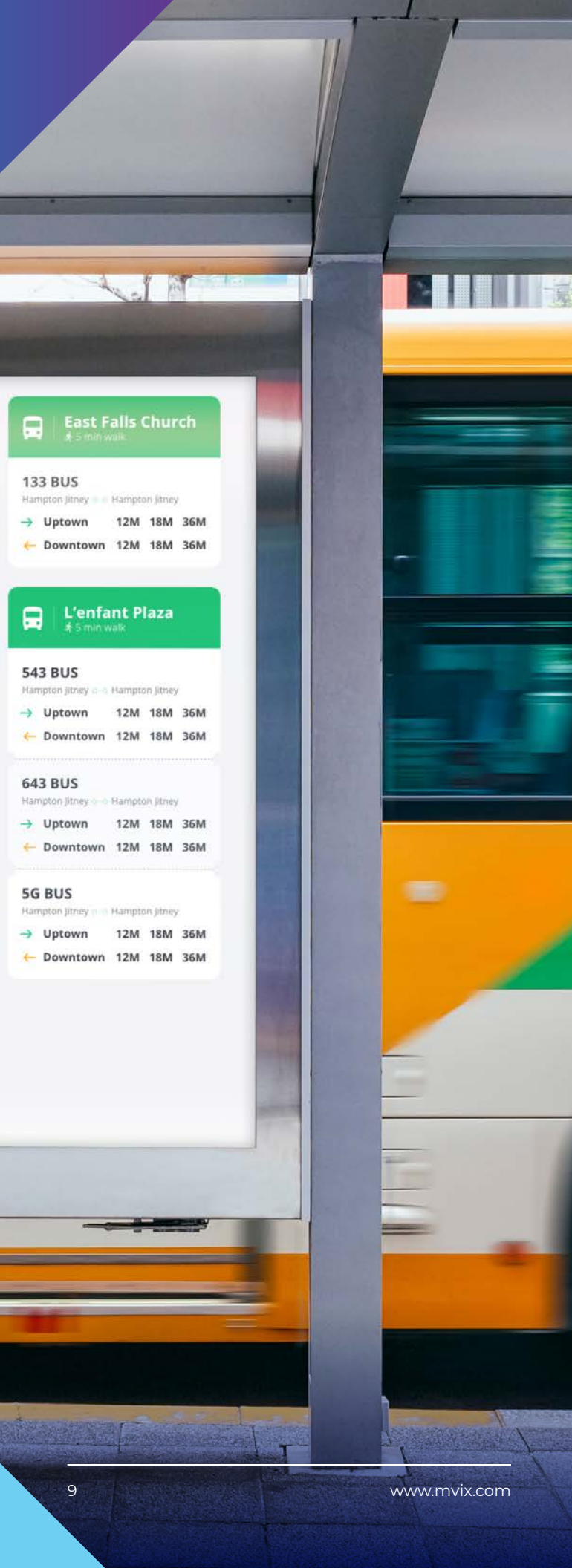
Thankfully, the digital market has many kinds of enclosures to select from, including dual-screen enclosures for menu boards at drive-thru lanes and touch screen enclosures for interactivity.

Sunlight readable enclosures feature an anti-glare coating to maintain visibility on sunny days. If you want a corrosion-resistant enclosure, opt for stainless steel solutions, which are especially great in coastal locations due to the high salt content in the air.

Display Features and Temperature Management

High and low temperatures can damage your screen or media player. Thus, you need an enclosure with air-cooling to ensure that your setup can operate in a sub-zero to 120+ temperature range.





Installation Process

An outdoor digital signage company takes into consideration many factors before installing outdoor screens. For instance, the location must be suitable for the hardware, and the experts account for human interactions, automobiles, and exposure to machines.

Another concern is the accessibility of the internet and electricity. Moreover, there may be a local limit for screen brightness, although most screens adjust the light to suit the environment.

Costs

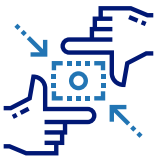
When budgeting for outdoor signage, account for everything you need to get the system up and running, plus maintenance costs. Typically, commercial outdoor screens range between \$2500 to \$13,000, depending on the setting. Video walls are more expensive as a 46'-55' can set you back \$2,000-\$6,000.

Some [software solutions](#) come preloaded with media players so you can get your system up and running quicker. Also, budget for installation and content creation costs.

ROI

Benefits of Using Outdoor Digital Signage

Outdoor **digital signage** is much more effective than traditional billboards and other static forms of outdoor advertising. Some of its benefits include the following.



Better Visual Appeal

Bright lights, motion images, and vibrant graphics are more captivating than static signage. Specifically, outdoor signs are suitable for busy streets, as colorful screens impact passersby in a short time. Ultimately, outdoor signage is the best investment if you want an advertising solution that is difficult to ignore.



Make Technology Feel Human-Centric

Outdoor signage can enhance customer interactions and experiences in your facility. For instance, Starbucks introduced the 'digital barista' in place of static menu boards, where customers in its drive-thru lanes can interact with baristas via two-way video. Customers can make orders via the display and explore suggested promotions in real-time. This human-centric approach to digital signage speeds up the ordering process and improves interactions between Starbucks customers and the people serving them.



Real-Time and Responsive Content

You can update the content on outdoor digital displays at any time of day to make them more targeted and effective. For example, a restaurant menu can promote different products according to the time of day or specials like the daily happy hour.



Advertisement

Retail stores have had much success with outdoor signage as they can promote clearance items and run daily or weekly specials. Also, digital signage analytics lets you analyze customer data to display strategic ads for better outcomes.



“Wow” Factor Complement Existing Spaces

The dynamic content on outdoor signs makes your audience more excited about your brand. Besides, businesses with a sleek, polished and modern image are more attractive to today's customers. Additionally, exterior digital signage blends into the existing architecture and complements different design elements.

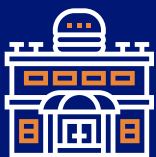


Instant Information Update

You can update the content on outdoor signs in a few clicks instead of printing new paper signs as with traditional signage. This flexibility lets you get as creative as possible with your message.

USE CASES

Top Content



Restaurants

Outdoor digital menus can attract foot traffic into your restaurant or boost sales at a drive-thru lane. What's more, you can update the menu on a whim at different times of the day and from any location. Use animations and videos to highlight specific products and entice a customer's cravings.



Gas Stations

A digital billboard outside your gas station captures a customer's attention and informs them of fuel costs and other important information. Also, you can advertise your other services, such as grocery stores or casual restaurants. A gas station has many consumer touchpoints for digital signage setup, including the entrance, forecourt, and window.



Theme Parks

People often get lost in theme parks or leave without knowing all the services your park offers. Fortunately, outdoor digital signs can provide wayfinding information and advertise additional park services like restaurants.



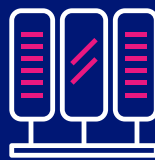
Malls

Modern malls have many uses for outdoor signage as customers expect immersive and personalized experiences when they shop. First, digital directories help malls manage foot traffic since they list all the stores and services in the establishment. Second, vivid and colorful digital signs outside malls promote attractions that bring customers through the door. The signs can face areas with heavy traffic for excellent exposure.



Public Transit Stations

Public transit stations like subway stations and train stations can post schedules, boarding information, and updates on outdoor signs. Additionally, the stations can sell ad space on outdoor signage to local and international retailers.



Outdoor Retail Space

Outdoor retail signs help customers find specific businesses and encourage impulse buying. The best thing about storefront digital signage is that it can accommodate multiple messages from the same company, which is particularly helpful for promoting multiple events or sales.



Stadiums

Outdoor digital signage serves many purposes in stadiums, from advertising upcoming events to displaying player stats and rewinding the best moments. Wayfinding is another vital use for outdoor signs as people need to find the way to their seats, vendor shops, and bathrooms.



Outdoor Restaurant Space

Outdoor restaurant digital signs deliver fresh content to encourage in-store purchases. Also, you can display nutritional information or entertaining videos as customers wait for their orders.

CONTENT APPS

What You Can Display



Weather

Displaying the current weather captures the attention of passersby and encourages them to remember your brand.



Social Media

Encourage people to follow and engage your brand on social media by showing your username, posts, and videos. Additionally, you can encourage in-store customers to share real-time shopping experiences on social media and broadcast them on outdoor signs.



Emergency Alerts

Emergencies like severe weather warnings, active shooters, and gas leaks demand immediate reactions. Fortunately, outdoor digital signs can broadcast real-time emergency alerts to protect your customers, employees, and the public.



News

Display the latest headlines from various news sites on your outdoor signage to encourage people to linger for longer.



RSS Feed

RSS feeds let advertisers broadcast information from any blog, website, or news channel to exterior digital signage.



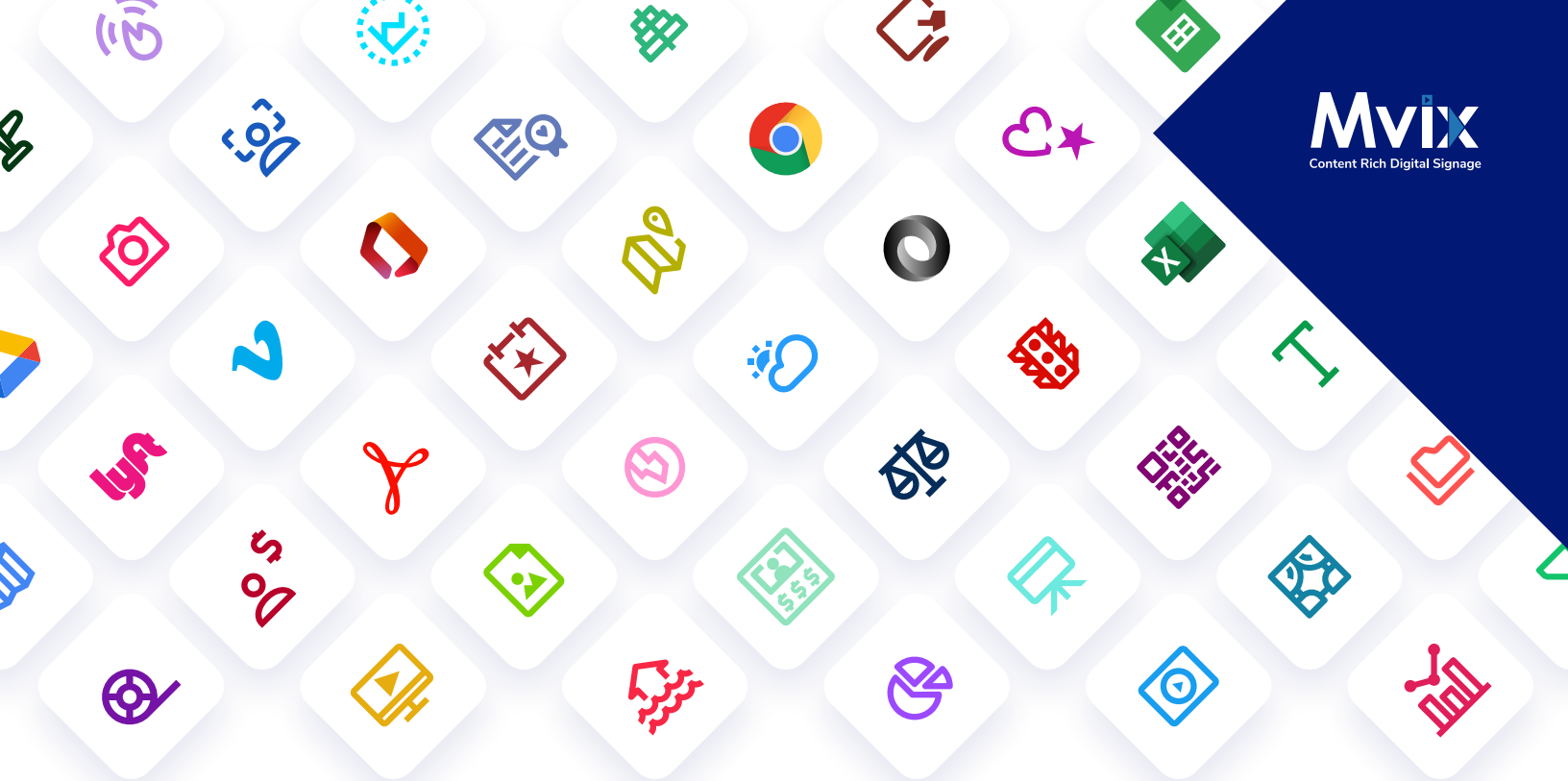
YouTube/Vimeo

Entertain passersby with videos from YouTube or Vimeo to pique their curiosity and invite them into your store.



Event Listing

Outdoor signs can promote events like a store-wide sale or a product launch and display event programs.



Pictures/Videos

In addition to vibrant images, outdoor signs can show impactful videos to hold people's attention.



Custom Kiosk

Digital kiosks tailored to meet your requirements and branding will reach your audience more effectively.



Power BI

Transform your reports into live and rich presentations via Microsoft Power BI and display them on outdoor digital signs.



Remote Reboot

Digital signage Remote Reboot allows you to reboot your outdoor digital sign from anywhere.



Media Animation

Animated screen content is an excellent way to increase audience engagement, as you can integrate various forms of media, including videos, text, and PDFs.



Queue Management

Digital signage improves queue management significantly as you can show real-time queue status, call customers by name, and entertain waiting customers.



QR Code

Add QR codes to outdoor signage for a more immersive and interactive customer experience.



In Conclusion

The era of traditional billboards and static signs is gradually fading away as more and more businesses adopt digital signage to stand out. While digital signage was previously an indoor affair, modern screens are

more rugged and durable to withstand extreme weather conditions. Hence, you should leverage vibrant outdoor screens for better customer engagement.

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