



Digital Signage Solutions

Digital signage has its place in nearly any business, helping organisations to improve their customer and corporate communications. For customer messaging it means the ability to easily update signage in any location with the latest offers and promotions. For corporate communications it means the ability to update teams with the latest achievements and goals. Either way, the core benefit of digital signage remains the same; simultaneous updates to all locations, cost saving on paper printout and replacements, and more interactive capabilities than possible with traditional methods.

Connecting retailers, hoteliers and banks with their customers.

Digital signage is employed by retail, hotelier and banking organisations to help them to better connect customers with their latest promotions, and enhance their overall experience. Using a content management system, organisations are able to design optimised content and then remotely deliver it to media players and screens across all of their locations.

This not only saves on costs associated with traditional methods, but it also ensures that every site's signage is compliant, synchronised and up-to-date. Digital signage can also be used for any guest facing signage requirements – covering everything from elevator signage to check-in booths.

Active signage

Active signage refers to the automated transfer of any desired data from an organisation's central systems directly to the digital signage solution; for example this could be from a calendar management system.

Active signage is being used in retail to provide electronic price labels which can be automatically updated when the central system record changes, saving on the man hours required to update physical paper labelling. Similarly restaurants are using active signage to provide table-top reservation details and welcome messages which improve patron experience.

Informing students.

Education institutions such as universities are now using digital signage solutions across campuses to simplify how they can communicate with their students. Using such, they are able to keep students informed with the most up-to-date information; increasing their awareness and knowledge, as well as improving communication flow.

Use cases include critical announcements such as closures or risks, social content sharing such as upcoming event information, and reminders for students, staff and parents.

Picking up the pace for fast food.

Fast food restaurant customers are looking for a convenient and speedy service, and digital signage can help proprietors to achieve this. Digital displays positioned around the restaurant can enhance the dining experience by showing up-to-date menu options and promotions.

By using the displays to showcase content which encourages up- and cross-selling of menu options, fast food restaurants can also improve their sales. Centralised management of digital signage means that every site's content is consistent, while also allowing personalised content where needed.

Improving corporate communications.

Digital signage is a convenient option for communicating information across business locations, and can be used to deliver up-to-date information about company targets, achievements, news, schedules and announcements. A digital display solution can even be used to motivate teams by showcasing employee accolades and delivering dynamic content around company targets.

Meeting room signage

Active meeting room signage keeps your teams and guests up-to-date with how and when rooms are being used, so they can quickly and easily identify when the room is free. Similarly other rooms, for example doctor offices or even operating theatres in hospitals, can utilise digital signage to display the schedule for the day.

Connected to the central calendar systems, the displays can be directly updated as circumstances change – keeping users informed of the latest room requirements.

Westbase.io work with our partners to deliver digital signage solutions for small, medium and large organisations in any industry. To find out more please contact us...



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The importance of DIGITAL SIGNAGE

- ✓ Efficiently and economically improve customer and employee communications
- ✓ Manage all content centrally and distribute remotely with ease
- ✓ Easily convey up-to-date information, such as promotions and room schedules
- ✓ Ensure all locations are displaying consistent and compliant signage
- ✓ Motivate teams by dynamically sharing company and employee achievements
- ✓ Seamlessly integrate active signage requirements with existing systems

Connecting DIGITAL SIGNAGE

Many digital signage installations are managed by a third party, and therefore connecting them to the location's primary network isn't an option due to security or performance risks. By installing a 4G LTE networking solution however, which can be integrated directly into the signage hardware, a separate connectivity source can be easily and cost-effectively established.

More about WESTBASE.IO

Westbase.io work with our partners to help them identify the best possible solution for their digital signage requirements.