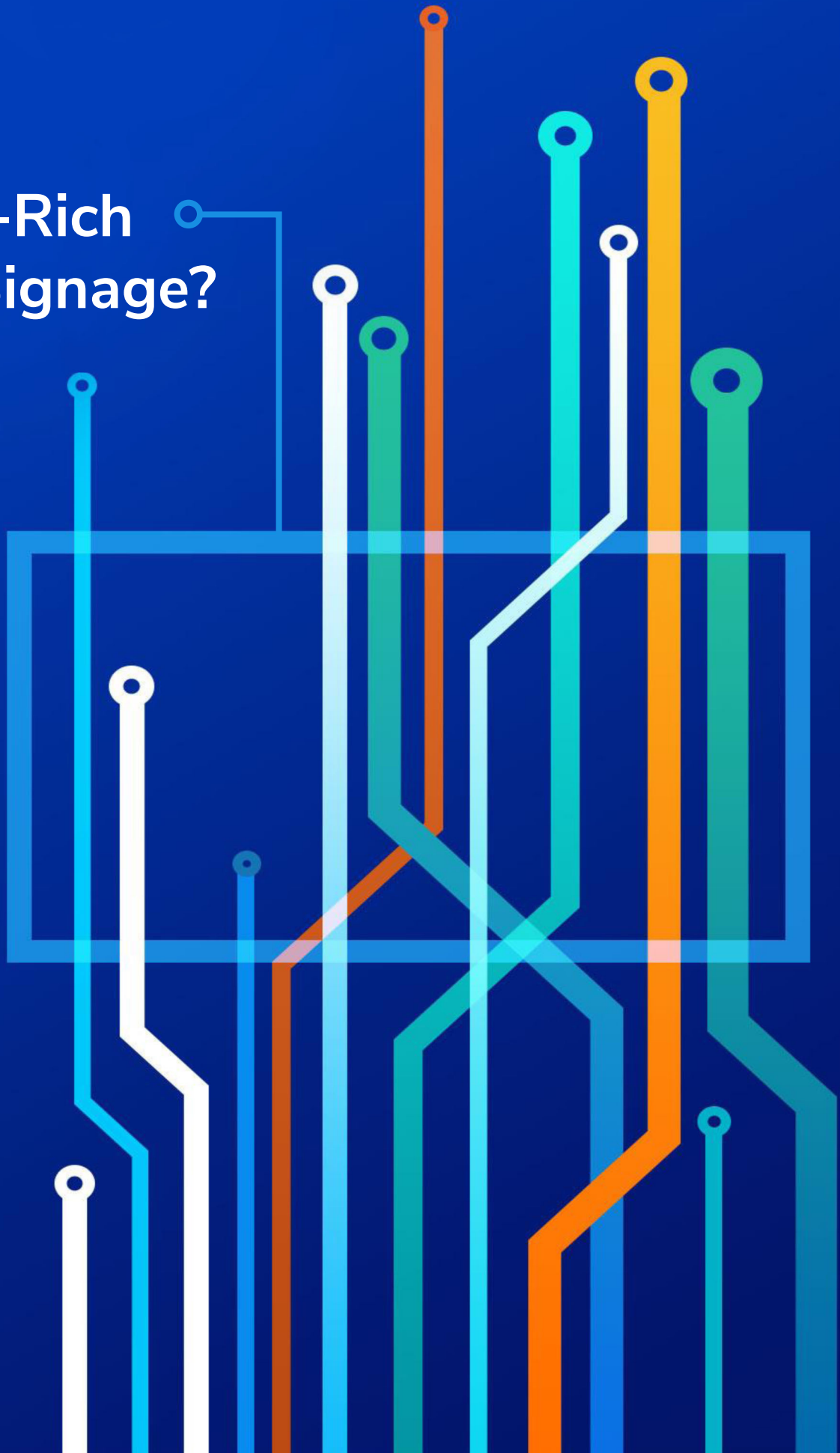


What is Content-Rich Digital Signage?



You obviously know how effective digital signage can be at drawing viewer attention, encouraging interaction, and pushing the boundaries of your marketing strategy. That's why you're looking at purchasing a solution.

But what's often misunderstood or under-appreciated is that the digital screens themselves are just a part of the whole equation.

If you want to unlock the true value of your digital signage investment, you need to invest just as much—if not more—in the content that your screens will be displaying.

It's this idea that has given rise to content-rich digital signage. And as we'll discuss, it's this type of digital signage approach that brings in serious value to your organization.



Chapter 1

What Is Content-Rich Digital Signage?

Content-rich digital signage sounds like any digital signage strategy with plenty of content available. However, the term “content-rich” doesn’t refer to the type of content posted on the signage per se. Content-rich actually refers to the software and applications powering the signage itself—in this case:

“Digital signage software that includes content apps & data integrations that enable users to automatically create and update content on the screens.”

It's important to make this distinction as many different digital signage software vendors have different focuses for what their software can do:

- some offer only basic functionality (such as drag and drop features)
- others operate at the enterprise level with extensive controls that are typically required for managing networks with thousands of screens, that also integrate with other business software

So why is content-rich digital signage such a big deal in getting the maximum ROI from your signage investment?

Research shows that 20% of consumers have admitted to making an unplanned purchase after seeing an ad on a digital screen. According to Adobe's 2018 Digital Trends in Retail Report, creating compelling content for digital experiences was one of the top three biggest opportunities identified by senior retail leaders when assessing their goals from 2017.

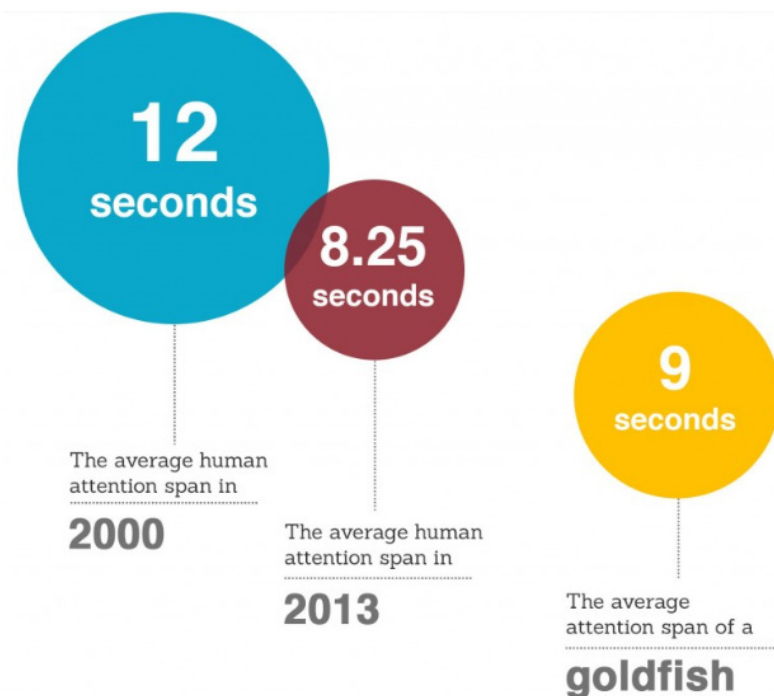
Perhaps the most compelling argument for content-rich digital signage is the shrinking attention spans.

“According to a consumer insight study published by Microsoft, the human attention span has diminished to less than that of a goldfish.”

The average human attention span was just 8.25 seconds in 2013, which is 4 seconds less than the 12-second average in 2000. This also puts humans nearly 1 second behind the goldfish, which has an attention span of 9 seconds.

For this reason, it's important to keep digital signage content fresh so that you can attract and keep the attention of your target audience, rather than allowing them to get bored of seeing it.

Naturally, content powers digital signage, and investing in content-rich digital signage software is the best way to bring it to life.



Source: Statistic Brain Research Institute



Chapter 2

What Content Types Are Available?

Companies hoping to get in on the value of digital signage solutions need specific, content-based software that lets them unlock the specific messaging they need to address their markets. XhibitSignage is a great option and is Mvix's proprietary software offering.








Content types under this software suite fall into one of four categories:








- Standard
- Pro
- Custom
- Premium/Shared

Let's review each category and provide some examples of how you can put the content to work.



Standard Applications

	Weather	Display forecasts and current weather conditions
	Traffic	Show local traffic conditions and potential congestion issues that may delay travelers
	Calendar	Customizable calendars and scheduling tools
	Clock	Multi-zone time displays in analog and digital formats
	RSS/MRSS Feeds	Automated content feeds for video, movies, images, and audio pulled from your RSS channels
	Inspiration Quotes	Customize specific quotes and ideas to motivate employees
	Points of Interest	Showcase maps to support basic wayfinding and highlighting specific points of interest







	Social Media	Share social media posts on each sign sourced from each of your social channels
	YouTube	Display individual videos or curate custom playlists from other channels
	Count up/down	Timer display that can be used to draw attention to limited time promotions or countdowns to special events
	HTML5	Input custom HTML scripts and plain text files to personalize displays
	QR code	Encourage viewer interaction with QR codes that include special offers, coupons, or incentives
	Event listings	Create event listings that integrate with your Google and Outlook calendars
	Stock photo	Display playlists of automated stock photos to create ambiance and keep screens fresh



Pro Applications

	Workplace posters	Automate delivery of office communications, OSHA requirements, or HR messages
	Metrics dashboards	Display metrics from Excel or Google Sheets to track progress towards goals and overall efficiency
	Box office	Create dynamic, customized posters that unite traditional movie posters and box office displays
	Court dockets	Arrange and display court docket information to support visitors and increase throughput
	Flight Information Displays	Provide up-to-date flight information in airports, hotels, resorts, or convention centers
	Currency Exchange Rate	Display current exchange rates for international travelers
	Financial stocks	Inform viewers of up-to-date stock prices and breaking financial information

Custom Applications

	Transit	Display live wait times for metros, buses, subways, shuttles, and more: perfect for airports, apartments, hotels, and office environments
	Uber/Lyft	Connect with rideshare companies and display live wait times and pricing/surge pricing for riders
	Queue management	Create visibility by displaying wait times and queue orders to waiting guests
	Wayfinding	Build custom maps and directories to help orient visitors, ideal for malls, large offices, municipal buildings, or airports
	In/Out Boards	Use custom messaging for personal offices to note when employees are available and when they'll be occupied
	Meeting room scheduling	Leverage touchscreen displays to coordinate and reserve meeting rooms for specific functions



Premium/Licensed Applications



Live video input

An app that lets you connect to an external video source to display a video feed; use in combination with other content styles to provide mixed media displays



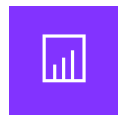
Emergency/CAP alerts

This app turns your digital signage display into an emergency messaging tool, receiving messages from local and national sources



Slack

Displays Slack messages to share announcements, information, or communications among large groups of teams



Sports stats

Keep fans up-to-date with real-time game information and statistics, perfect for engagement when used in conjunction with advertising



Live feeds

Curate your own digital signage content from any category, including social media, news, weather, health, and more

Chapter 3

How Is Content-Rich Digital Signage Managed?

In truth, there's almost no limit to the applications of the XhibitSignage platform. But how do users corral all of these applications to create their content-rich digital signage strategy? There are several easy ways to manage your content, all of which are built into the software suite.

Dashboard Controls

Administrators can remotely manage each of their signs and create dynamic content playlists from a central dashboard. This hub provides access to content creation templates, preview tools, scheduling tools, account profiles, and locations of all devices.

Single Media Uploads

The most basic way to manage media is to upload files one at a time and play them one-by-one in a slideshow format.

Streaming Content

For live video feeds or video playback, it's easy to showcase specific web pages that play this video content without the need for user input.

Playlists and Smart Playlists

Users can organize similar content into groups for custom playlists that rotate on a schedule and are separated by custom transitions.

Even easier is the Smart Playlist feature, where users organize files with hashtag tools and let the software automatically sort and generate playlists based on these tags. This is a simple and low-effort way to organize large amounts of content into workable formats for editing, approval, and display.

Multizone Templates

Your content can be displayed in multiple formats depending on what's playing and what message you're trying to send. Basic full screen and user-defined zones are options, along with numerous multizone templates that provide options for side-by-side content viewing—perfect for creating engaging and dynamic visual displays with clear lines of separation.

Scheduling Features

All content can be automated to be displayed or removed based on pre-defined schedules. This can be anywhere from every minute, every hour, or every day. Users assign these schedules to each of their content templates and enjoy the benefits of a rotating content layout with minimal effort or upkeep required.

User Permissions

If multiple users are accessing the content-rich digital signage software, administrators can set specific user permissions that restrict access based on credentials. This makes it easy for top-level coordinators to let employees create content yet reserve publishing rights until it can be signed off for approval.

Regular Reports

Users can receive reports on all types of content playback and signage usage:

- | User access
- | Account activity
- | Total bandwidth usage
- | All active media players
- | Online/offline status of screens
- | Location
- | Date of the last check-in

And more, depending on the customization preferences of the user.

Chapter 4

Chapter 4 – Why Is Content Important?

Aside from the well-documented advantages of digital signage for user engagement, content-based displays are simply the way the world is moving. Content-rich digital signage networks offer flexibility in messaging, limitless customization, and affordability at scale. It's a time-tested way to engage visitors of all kinds—whether they're shoppers, visitors, patients, or storefront passersby.

But a key advantage of content-based digital signage is in the medium itself. As consumers, we're becoming naturally attuned to digital screens. Blame it on the rise of smartphones, tablets, laptops, or widescreen TVs, but any way you look at it, consumers are paying less attention to physical advertising media and are showing a noticeable preference for the digital.

Digital signage is an easy way to encourage them to interact with your signage rather than their devices—and as our digital lives expand, it may become the only way to get their eyes off their screens and onto yours.

Of course, acquiring the infrastructure is only the first step. It's the content itself that truly drives value for digital signage investments. In fact, the digital signage market size is expected to double between 2016 and 2025, and it's not just because we like looking at screens.

It's because content-rich digital signage is fast becoming the more effective and affordable way to engage viewers in the long-term. And when you combine your digital screens with a comprehensive content-rich software platform, you'll have gained a cutting-edge advertising strategy that will serve you for years to come.





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