

Leisure and Hospitality Digital Signage

Digital Signage can provide high impact Leisure and Hospitality messaging, way finding, facilities scheduling, real time travel information (bus, rail, and traffic) targeted advertising, promotions and is an invaluable mechanism for communicating with staff and visitors alike.

Hospitality suites, hotels, leisure centres, restaurants and conference centres can use digital signage as a communication tool to make their existing and potential customers aware of events, promotions and sales.

Meaningful signage is great tool to enhance your brand and sales pipeline.

Visitors can be entertained from the moment they enter with digital news and promotions that are both relevant and entertaining.

Staff can be made aware about sales promotions or statistics throughout their working day to improve productivity and knowledge.

Reception areas, staff rooms, hospitality suites, arenas and venues both inside and outside, or even car parks are ideal places to use digital screens to deliver way finding information, public transport news, emergency alerts, leisure and Hospitality identity and of course sales and promotional materials.

The benefits of digital signage over traditional static signs are that the content can be exchanged more easily, animations and videos can be shown, and the signs can adapt to the context and audience, even interactively. Digital signage offers superior return on investment compared to traditional printed signs and can significantly reduce your publishing outlay.

Our Full 1080p High Definition digital signage solutions allow you to create and deliver targeted messages that inform and motivate your audiences.

Using ZingHD Digital Signage you can fully customise and control all your digital displays from almost anywhere, with ZingHD you can change, update, schedule and refine any content from your desktop or from across the internet for the most targeted messaging possible.

Features:

- Fully managed digital content from anywhere
- Advertising campaigns scheduling and management
- Deliver rich media including Video, Flash, Audio, RSS and images
- Centralised server controlling your digital distribution
- Combined hardware and software solution
- Robust technology for trusted continuous operation and fast delivery
- Modular infrastructure - ad as many displays as you want
- Easy to manage web interface
- Easy content scheduling
- Display grouping
- Display live information - news, weather, travel, emergency statements etc
- Integral system status monitoring

Leisure and Hospitality Digital Signage

ZingHD comes in a variety of forms anywhere from handheld LCD's and ultra-wide stretched displays all the way up to 103" digital LCD's, display walls and bi-directional high definition, high brightness display systems and even touch interactive portals.

Touch screen interactive portals driven by our ZingHD can be used by almost anyone for multiple applications from way finding to high definition advertising within arenas and venues both inside and outside and of course while also being able to deliver public transport news, emergency alerts, product information or almost any content relevant to your needs.

Proximity Messaging

Our ZingHD.Blue proximity module allows you to send digital content directly to passers-by via bluetooth. We provide you with the means to contact anyone who's within your broadcast range who could benefit from the information you need or want to share.

You can send useful information such as schedules, travel information, events, or promotions and internet links direct to your staff and visitors.

Communication

The use of digital signage within a leisure and Hospitality environment enables you to communicate efficiently and effectively with your staff and visitors alike.

Content Type

- Meeting room signage
- What is on guides
- Interactive maps
- Restaurant and bar menus and specials
- Real-time travel information, directional e.g. events
- Advertisements
- Real-time information (times, weather, rss feeds)

Potential Benefits

- Delegate awareness
- Guest awareness/fewer desk queries
- Guest awareness
- Guest awareness/increased sales
- Manage foot flow
- Revenue
- Increased knowledge/intended action



Contact Zing Digital Media

252-256 Kings Road
Berkshire House
Reading
RG1 4HP

0845 6586768

pcs@zingdigitalmedia.com
www.zingdigitalmedia.com