

An Effective Solution for Media Advertising

Using digital signs in a public environment has many features and benefits not offered by static displays and signage.

- Dynamic digital signage can grab a customer's attention and influence their decision.
- Eliminates the high cost of creating and distributing print ad campaigns.
- Is instant and offers the ability to change information immediately for various products or particular customers.
- Owners can earn money with their digital signage network by selling advertising space to their suppliers.

Whether it is intended to build a brand, influence customer behavior or simply provide information, the dynamic visual experience created by digital signage should ultimately increase awareness and sales. In order to achieve that goal, retailers will need to design the appropriate information to be shown.



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

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Interview with Sarah Cox, Communications Manager for the Reading Arts and Venues

We are keen to develop new ways of communicating with our audiences and to use technology to interact with visitors attending our venues. As a key part of this we undertook to install a network of digital display screens in the foyer areas of The Hexagon.

The benefits we have found are:

- Promote, cross-sell and up-sell products that are targeted to attendees
- Enhanced venue experience Directional signage (way-finding) Promotion of other venues within the service.
- Decrease the amount of printed publicity we produce.
- The screens all carry individual content, so we are able to target offers according to their location (bar, cafe, box office).

The reaction has been very positive and we are looking to install similar screens in other buildings within our service.

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Sarah Cox, Communications Manager for The Reading Arts and Venues - 2008



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