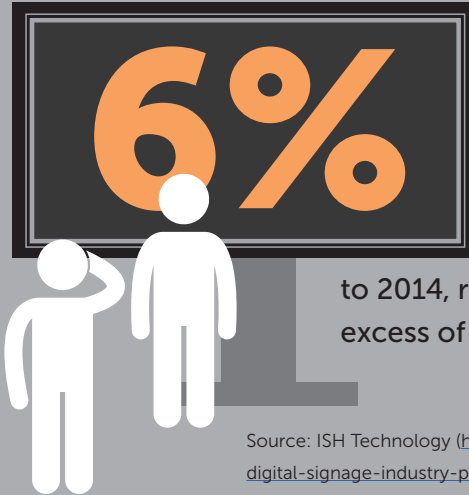




A Better definition?

Industry sources define dynamic digital signage as the externally-controlled distribution and playback of digital content on a network of one or more displays.

Source: Broadsign.com (<http://broadsign.com/what-is-digital-signage/>)



The estimated growth in demand for digital signage worldwide from 2013 to 2014, representing a market in excess of \$15.1 billion.

Source: ISH Technology (<https://technology.ish.com/499028/digital-signage-industry-primed-for-continued-growth-in-2014>)



“Dynamic digital signage” may also go by other terms, such as:

- > Digital out of Home (DooH) advertising
- > Captive audience networks
- > In-store media
- > Video advertising networks
- > Audio/visual signage



Seeking to be a destination unto itself rather than simply a transit station, Los Angeles International Airport’s (LAX) Bradley Terminal invested \$737 million to create one of the largest immersive multimedia systems of any airport in the Americas.

Source: ScreenMedia Daily (<http://screenmediadaily.com/lax-new-bradley-terminal-is-more-than-an-airport-its-a-destination/>)

▶ Step 1 ▶ Step 2 ▶ Step 3

Steps for success

1. Planning
2. Installation
3. Ongoing Content Management

ADVANTAGE: Digital!

- > **Unlimited content:** Update it quickly and inexpensively from an outside source
- > **Potential savings:** Initial costs may be offset by inexpensive ongoing updates
- > **Dynamic advertising:** Video plus sound increase the likelihood you’ll get noticed
- > **Big things from small screens:** Small displays can cycle through multiple screens of content
- > **Greater engagement:** Available touchscreens can enhance customer interactivity
- > **Extra revenue:** Sell media space to others to generate added revenue

Source: The Digital Signage Group, The Enigma of Digital Signage