



Digital Posters

An Introduction



Facts

- » Research reveals that 70 percent of restaurant customers don't know in advance what they want to eat or drink.
- » That makes them highly suggestible to 'specials' and 'offers', ie the items YOU want them to order.
- » A helpful suggestion from a Digital Poster can help them select higher profit or short-dated menu items.
- » Several larger fast-food outlets are looking to recoup their digital signage investment within the first 12 months of operation.

Benefits

- » Increase overall sales by alerting potential customers to new products, services, special offers and forthcoming events.
- » Increase sales per customer by cross-selling and up-selling.
- » Attract attention in busy service, leisure and retail environments.
- » Instantaneously promote short-dated products or services.
- » Make instantaneous changes to promotions, pricing, availability, waiting times, etc.
- » Experiment with short-term promotions.
- » Use vibrant images to make your product or service look irresistible.
- » Reduce design, printing & distribution costs.
- » Engage, entertain and educate customers.
- » Use interactive screens & kiosks to enable customers to visualise your product/service, to pre-register or pre-order products/services, to educate, to entertain and to reinforce your brand or message.



What is a Digital Poster?



Digital Posters are the successful marriage of Information Technology and Digital Media.

Imagine a bright, colourful poster designed specifically to promote your latest offer, product or service, but unlike a printed poster you can change the offer, change the product or change the price in the blink of an eye. Then imagine being able to 'flip' that poster every few seconds to display another offer.

The 'flip' has two clear benefits - it draws attention to the poster AND it allows a second (or third, fourth, fifth...) piece of information to be displayed. So, you improve both the breadth and depth of your promotional activity - more views, more exposure and more coverage.

Our Digital Poster systems enable anyone, from a one-man operation to a multi-national to provide an enhanced customer experience and to actively promote their brand, product or service.

All of our Digital Poster solutions are comprised of the following components:

- » One or more display screens
- » One or more content players
- » Screen content design software

Behind that simplicity lies a whole range of options: big screens, small screens, touchscreens, stand-alone content players, networked servers & content players, fixed zone and multi-zone content design software, in-house design services, etc.

But that's our problem, not yours! Our task is to understand your requirements and then to simplify the options and provide you with the perfect solution for YOUR operation.



So why would I want a Digital Poster?

Well, you could equally well ask why you would want any form of conventional promotional materials. And there are as many answers as there are users, markets and applications; to inform & direct customers, to advertise forthcoming offers & events, to publicise, sell, cross-sell, link-sell & up-sell. To attract attention, to engage, to thank, to warn, to educate and to influence...

Some of the benefits of a Digital Poster over conventional printed or handwritten media are:

Unmissable

You can't but help looking at a moving display screen. The human brain is programmed to detect movement, so digital signage will win out against a static poster every time, no matter how lavish or informative it is.

Instantaneous

A Digital Poster allows you to make changes in real time. Ideal for drawing attention to a fresh new offer or promoting a short-dated product or service.

Cost Effective

No more design and print bills.

Relevant

Because a Digital Poster can be easily and instantaneously customised, it is always relevant to its surroundings and its purpose. So colour schemes can be changed to reflect the application or the content. Subtle and elegant or bright and arresting - they both have their place. And if it doesn't work, or you want to try something new, you are only a few clicks away from a completely different look.

Interesting & Entertaining

In waiting and queuing areas a Digital Poster can actually enhance the customer experience by providing engaging and informative content.

Effective

OK, we've left the best till last! Digital Posters work! In increasingly busy leisure, service and retail environments, in the face of ever-decreasing attention spans you need a communication solution that does the job. Case studies have concluded, time and time again, that a well placed Digital Poster can increase sales by anything from 25% to 300%.





So why should I buy from you?



A fair question, and one that we are delighted to answer!

Unique Solutions

Unique frame designs, unique software and unique service. We think a TV screwed to the wall looks like, well... a TV screwed to the wall ! It may do the job, but it's a bit brutal and rarely enhances the customer experience. We've gone the extra mile with our customised frame designs, so your Digital Poster can be simultaneously eye-catching AND elegant, fitting seamlessly into its surroundings. The frame can also be used to reinforce the corporate message, brand or logo. Choose from our range of 'standard' designs, or create your own.

Experience

We've been in the market for over 15 years and we've seen digital signage evolve from an expensive niche product into a mass market solution. Our unique Digital Poster systems have reduced the cost of entry and set new standards in content management while our unique frame designs continue to open up new markets and applications.

Expertise

Our long experience in the market allows us to offer signage solutions tailored to our clients' needs. There is no such thing as "one size fits all" in digital signage! Companies who take that approach will either sell you features you don't need or fail to identify those you do need. Both are expensive mistakes, but sadly we see them repeated over and over.



What next?

Give us a call or drop us a line. We'd be delighted to talk you through the options. Once we know what you do and what you are looking to achieve, we can recommend an appropriate solution. Our Digital Poster systems start from just £195 (ex vat), so why not call us now?