

Digital Signage is changing the future of communication.

WHAT IS DIGITAL SIGNAGE?

Often termed Active Digital Signage (ADS) or Electronic Digital Signage (EDS), these systems communicate through an electronic medium designed to update or change graphic information frequently and efficiently. Digital Signage systems ordinarily consist of large format displays such as plasma screens or video walls and can be customized with frames to fit the surroundings.

There are several unique benefits involved in Digital Signage. In addition to an innovative visual impact, its flexibility for update and display has the ability to re-direct messages or change content in response to demographics, time, and/or location. Users have complete control over signage display and therefore are able to eliminate time restraints, outdated material, and waste.

Recently Digital Signage has been made readily available to businesses everywhere. Due to affordable and available internet, broadband, large format screens, and creative talent, this powerful communication tool has proved innovative, beneficial, and within reach.

