Service Portfolio

DIGITAL SIGNAGE

Solutions for:

- digital real estate
- digital marketing
- advertising
- communication
- notifications
- engaging experiences

EIE media, inc.

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Digital Signage
PARTNERS

At the core of every successful digital signage implementation, lies a clear understanding of the unique intricacies of each customer's—and each audience's—signage needs. EIE Media, as an independent solutions provider, works closely with you to engineer the solution that best suits your unique needs and budget. We work with a broad range of industry leaders to ensure the highest levels of quality and reliability for every installation.

SCALA **Haivision**
LEYARD
PLANAR
FWI FOUR WINDS INTERACTIVE **Omnivex**
Mvix

BENEFITS

SIGNAGE

- High-impact presentation of messages with motion-enhanced graphics and video

- Capable of incorporating immersive, interactive content features such as information retrieval, way-finding, and multi-touch gestures, such as scrolling and zooming

- Content can be easily modified and distributed in near real-time throughout the entire network

- Centrally managed architecture allows complete control of message scheduling and delivery

- Significantly reduces marketing and advertising costs by eliminating the need to print, ship, store, distribute, and remove printed marketing collateral

DIGITAL REAL ESTATE

- Generate additional revenue by leasing space on your digital signage network

- Scale pricing according to availability and customer needs e.g., reserved time slots, impressions per hour, or number of screens

SERVICE PORTFOLIO

Our digital signage portfolio combines all of the services you'll need to design, build, and manage indoor and outdoor digital signage systems, specially selected and customized to meet your unique message distribution needs. We match you with the best technology to deliver high-quality, immersive experiences to your intended audience. Messages can consist of: still and motion graphics, video, and even interactive features to keep your audiences engaged.

EIE Media's service portfolio includes:

STRATEGY & INFRASTRUCTURE

STRATEGY CONSULTING—We work with you to help shape your digital messaging strategy, identify information you would like to disseminate; target message recipients and identify prime indoor and outdoor locations for your digital signs; determine the best technology to display your message.

McMurry Foundation Grand Atrium, University of Wyoming
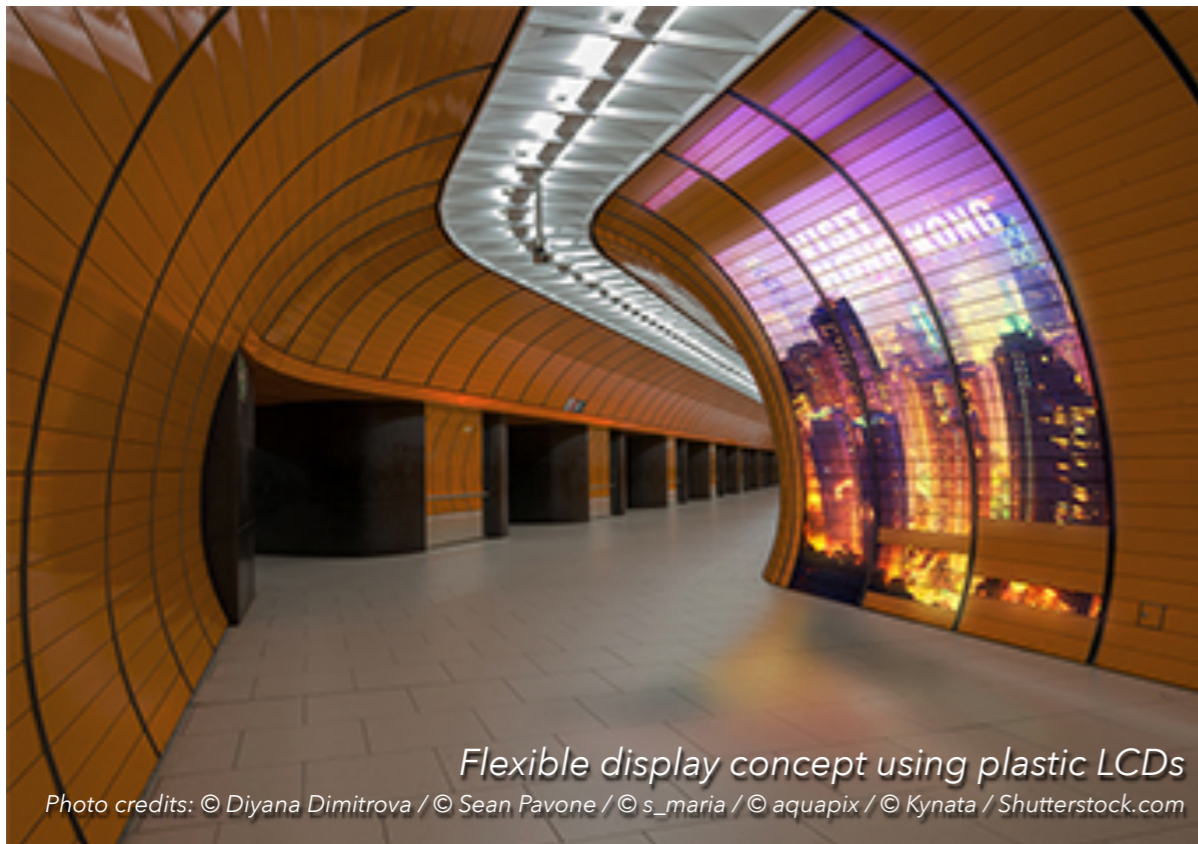
Flexible display concept using plastic LCDs

Wales Millennium Centre, Cardiff, Wales
Weather and vandal-proof enclosure by Digital Media Systems

SYSTEM DESIGN—Our designers and infrastructure team identify the system components needed to execute your messaging strategy, and we either source or design custom enclosure and screens to support your build-out.

CONNECTIVITY AND INSTALLATION—We configure networks and systems, and work with appropriate personnel to deliver network connectivity and power to each signage location. Our quality team ensures that every aspect of your installation is conducted properly, and adheres to all applicable standards for years of worry-free service.

SYSTEM ADMINISTRATION—Infrastructure considerations, such as maintaining appropriate security postures, software updates, image and backup management, and up-time monitoring, are all conducted from a centralized location. Real-time alerts of system outages are handled by our professional service technicians to minimize down-time.

MAINTENANCE—For optimal reliability, we schedule regular maintenance on all installed components to ensure that they are clean, dust-free, and maintain proper operating conditions.

Salesforce Headquarters, San Francisco, CA | Content by Obscura Digital

CAMPAIGN DEVELOPMENT

MESSAGE DEVELOPMENT—Your message is the central focus of any successful campaign. Our team works with you to tailor your message to your intended audience for maximum impact.

CONCEPT DEVELOPMENT—Once we've identified the message to send, and the target audience, we work with your creative team to develop concepts that will highlight your message in ways that will appeal to your audience.

PRODUCTION SCRIPTS AND STORYBOARDS—Depending on the complexity of the content, our team develops production scripts and storyboards, providing blueprints and visual representations of the material being produced.

STOCK ASSET CURATION—We carefully identify and license stock photos, illustrations and video assets for use in your campaign.

ORIGINAL PHOTOGRAPHY—When the perfect stock photo is either unavailable or cost-prohibitive, we capture original photographic assets to suit the needs of your campaign.

ORIGINAL 2D AND 3D GRAPHICS—Our creative team develops original 2D and 3D assets for use in your campaign and throughout your organization.

VIDEO PRODUCTION—We produce original video assets for use in your campaign and throughout your organization.

CONTENT DEVELOPMENT AND OPTIMIZATION—Following the storyboard and production script, message, graphics and video are combined and incorporated into a finished production.

FOCUS GROUPS—Our team can conduct focus groups using representatives from your target audience. Feedback received from this panel is documented and provides valuable insight into whether your campaign will relay the intended message to your target audience.

LCD video wall design by Planar, a Leyard company

DIGITAL SIGNAGE NETWORKS
at-a-glance
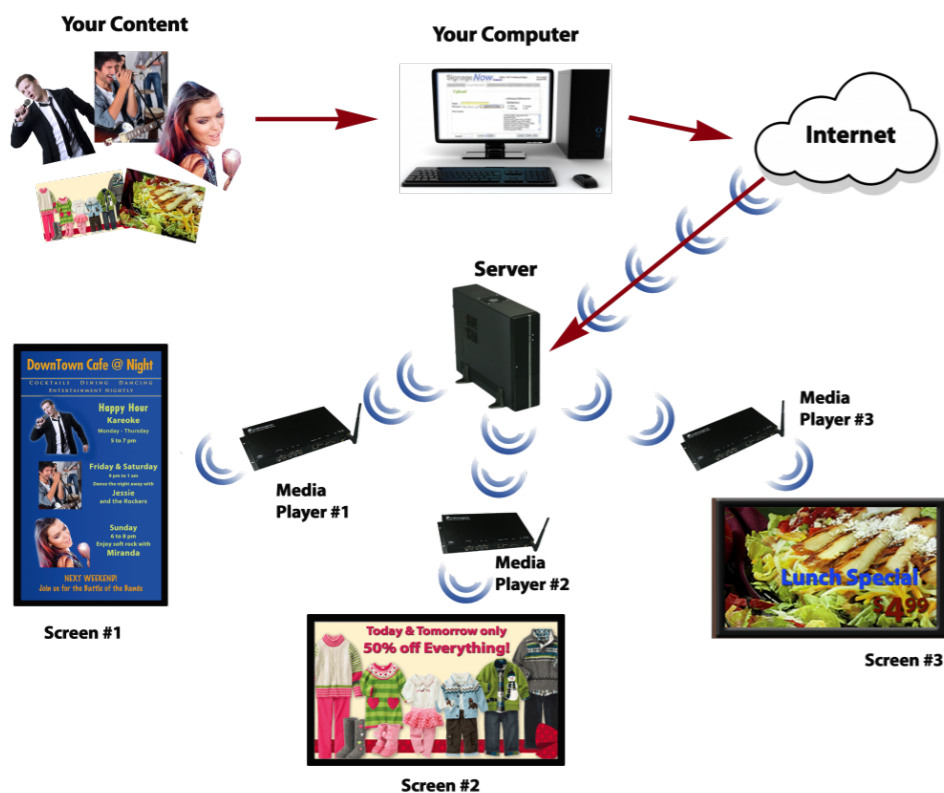
The figure above illustrates the major components of a digital signage network.

CONTENT SCHEDULING

FIXED PLAYLISTS—Displays content in a repeating sequential loop. Simpler, standalone signage solutions can use this approach in lieu of a more robust system with central control capabilities.

DYNAMIC PLAYLISTS—Weighted algorithms determine the order of content displayed on the digital signage network, and ensures that all content is shown.

TIME-BASED PLAYLISTS—Content can be configured to run at specific times of day, on certain days of the week, or beginning and ending on specific days.

LIVE FEEDS—Any video that can be live-streamed, can be rendered on a digital signage network. Likewise, content from social media and RSS feeds can be featured throughout the network in real-time.

EMERGENCY NOTIFICATIONS—Signs can be configured to display messages alerting viewers of an emergency, and providing instructions to ensure optimal safety.

DISTRIBUTION—Content can be distributed system-wide, limited to systems in specific zones, or only to systems with certain display configurations, depending on your needs.

Digital Signage
OPTIONS

- **VIDEO WALLS**

- **INDOOR & OUTDOOR DISPLAYS**

- **DIGITAL MENU BOARDS**

- **INTERACTIVE KIOSKS**

- **MESSAGE PLACEMENTS**

We welcome the opportunity to partner with you in developing and realizing your digital signage and marketing goals. Contact us for a free consultation.

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WHAT IS DIGITAL SIGNAGE?

Digital Signage is a network of electronic displays ranging in size from that of a mobile phone, to the entire side of a building. Displays can be combined into simple or abstract forms, and display highly-customizable, engaging, and interactive content.

It provides a tremendous brand-building platform that enables organizations to display information about their products and services using high-quality text, digital images, graphics, videos, and web content, such as social media feeds. This type of high-impact messaging increases opportunities for up-sells, cross-sells, and impulse-buys.

Within the retail market, companies who have incorporated digital signage into their marketing mix have seen overall sales volumes increase by nearly 32%, according to *Independent Retailer*. This may be attributed to digital displays ability to capture 400% more views than their static counterparts. In addition, the recall rate for digital content is roughly 83%. Many customers have reported entering an establishment simply because the content displayed on a digital sign caught their eye.