Digital Signage

futurama

delivering branded environments™

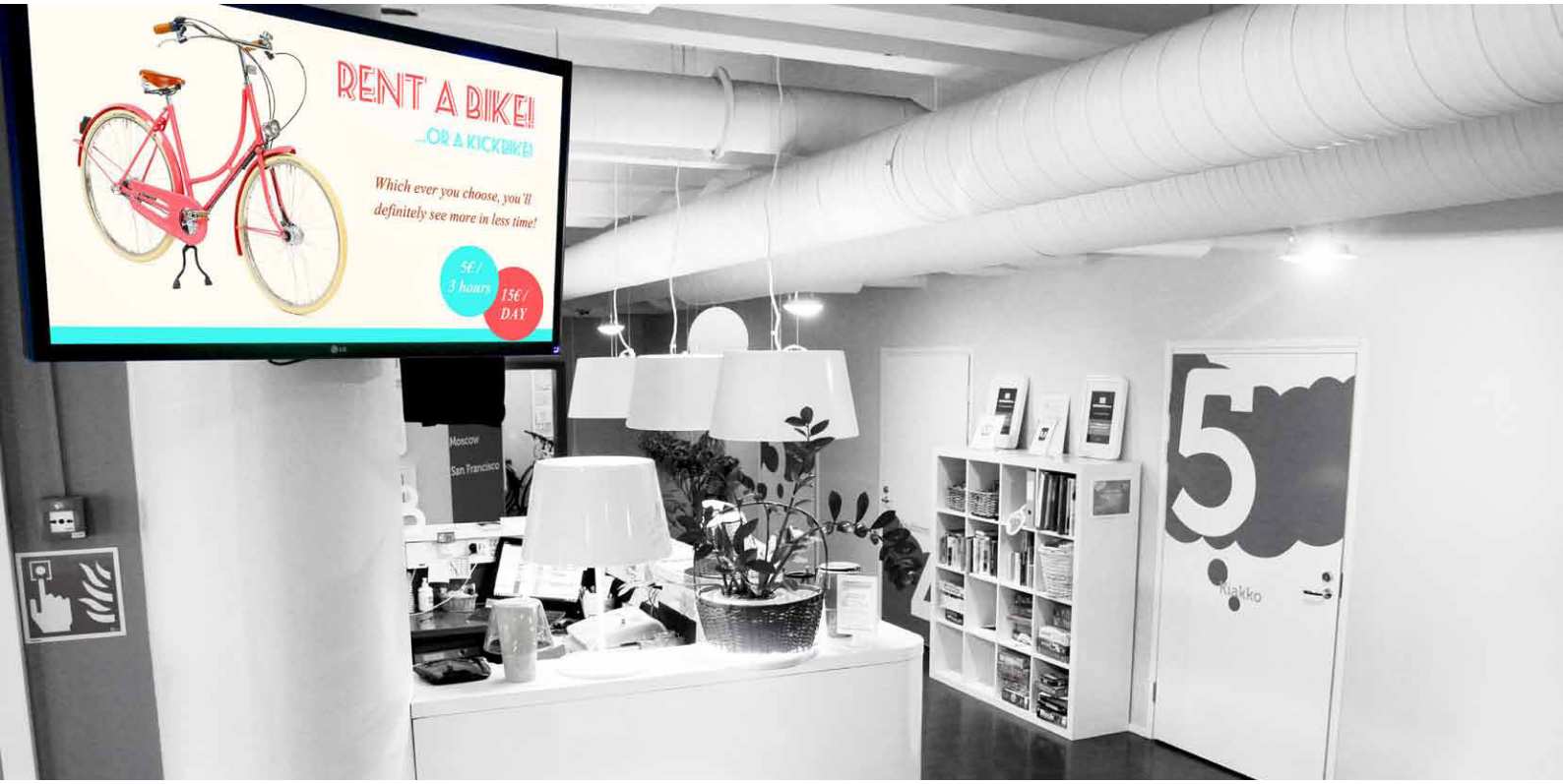
Digital Signage

9 ways to use Digital Signage

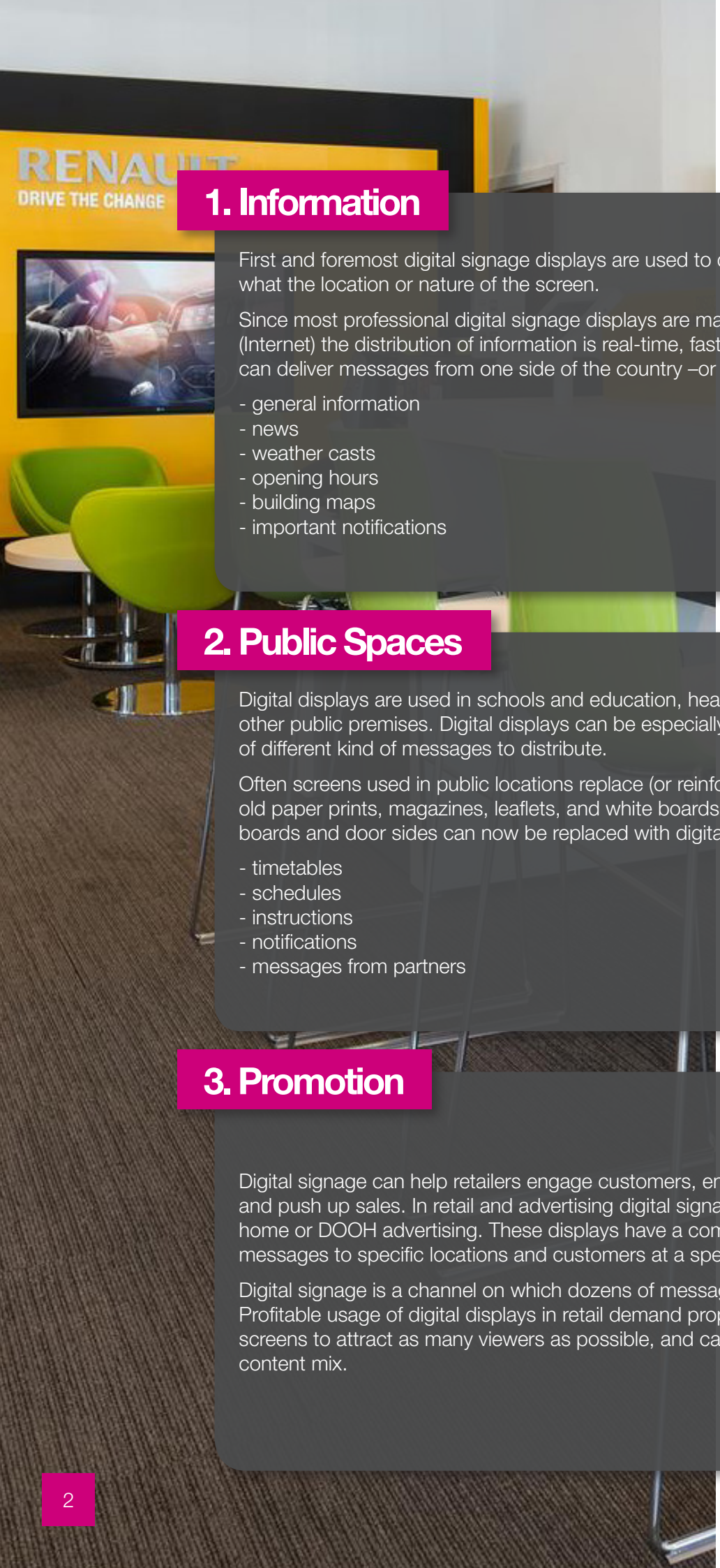
9 ways to use Digital Signage. Where, how, and why to use Digital Signage displays

Digital Signage has the potential to:

- Increase brand awareness by 47.7%
- Raise in-store traffic by 32.8%
- Increase the average purchase amount by 29.5%
- Grow repeat buyers by 32.8%%
- Add an uplift in overall sales volumes of 31.8%



delivering branded environments™
futurama



1. Information

First and foremost digital signage displays are used to distribute information, no matter what the location or nature of the screen.

Since most professional digital signage displays are managed remotely via network (Internet) the distribution of information is real-time, fast, and stays relevant. Digital displays can deliver messages from one side of the country –or world– to another.

- general information
- news
- weather casts
- opening hours
- building maps
- important notifications

2. Public Spaces

Digital displays are used in schools and education, healthcare, government locations, and other public premises. Digital displays can be especially useful in places where there's a lot of different kind of messages to distribute.

Often screens used in public locations replace (or reinforce) delivering information with old paper prints, magazines, leaflets, and white boards. Hundreds of papers, information boards and door sides can now be replaced with digital displays.

- timetables
- schedules
- instructions
- notifications
- messages from partners

3. Promotion

Digital signage can help retailers engage customers, enhance the customer experience, and push up sales. In retail and advertising digital signage is often called digital-out-of-home or DOOH advertising. These displays have a common goal of delivering targeted messages to specific locations and customers at a specific time.

Digital signage is a channel on which dozens of messages can be shown within a day. Profitable usage of digital displays in retail demand proper planning of the locations of the screens to attract as many viewers as possible, and carefully considered and targeted content mix.

4. Interactive

Interactive touch screens empower customers to get involved. Interactive kiosks, displays, and mobile solutions allow your customer not only to receive your messages but to communicate back.

Interactive digital displays can be used for example to:

- Gather information
- Encourage to make a purchase
- Search for product details, make orders
- Provide information

5. Hospitality

In hotels, conference centers, and other big spaces digital displays are often used for wayfinding and guidance. A lobby screen can show the floor maps or show a list of all the conference bookings for the day.

A good choice is to use screens for both guidance and advertising, for example providing guidance information on a big lobby screen and promoting the hotel lunch buffet on a screen installed in the elevator.

- Guidance
- Conference schedules
- Promotions
- Information
- Wayfinding

6. Transport

At airports, bus and train stations, and other points of transportation digital signage screens have been used for a while already. Usually displays show schedules for both arrivals and departures, and also often ticket prices or other relevant information.

The screens pick up the information via network from some other form (e.g. RSS feeds or web) and automatically keep the information on the screen updated.

- Schedules
- Warnings
- Changes
- Automatic information
- Integrated systems

7. Restaurants

In restaurants, coffee shops, and bars lots of different kind of information needs to be delivered to the customers. Being places where decisions are made quickly, real time advertising on screens is especially lucrative.

Happy hour from 6pm to midnight? Lunch in the afternoon? Special promotion for the commuters? Digital displays enable versatile playlists that adapt to the daily rhythm of the business.

- Happy hours
- Offers
- Lunch lists
- Events
- Campaings

8. Entertainment

Displays can also be used just for entertaining. Add more to the ambiance and brand experience to create an altogether better customer experience. Entertainment and social media applications suit especially well to events.

Versatile digital screens not only keep the customers informed and happy, but also deliver competitive advantage and improve the overall business performance. Show brand messages to awake emotion and appreciation towards your business.

- Ambiance
- Better experiences
- Modern interior design
- Stronger brand image

9. Internal Communication

It's been studied that companies with transparent, regular, and efficient communication with their employees are more successful and more valued than those who don't. An old bulletin board with dozens of papers might not be the best or even cost-effective way to deliver information to the staff.

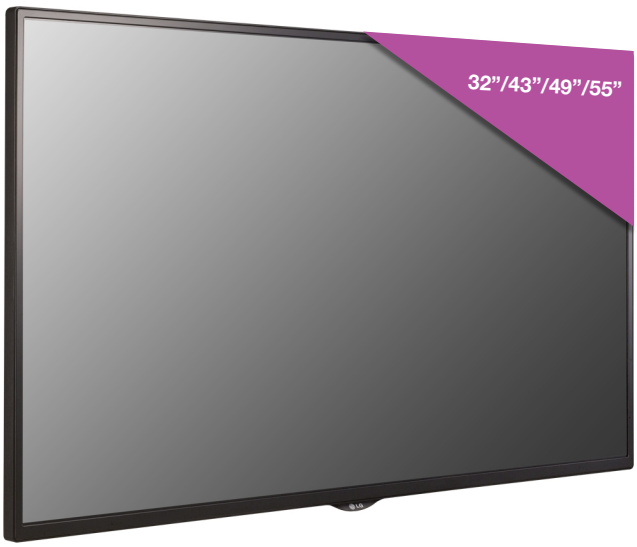
Digital displays are more and more used for communicating inside an organization. Displays are installed in staff break rooms, cafeterias, and office lobbies to deliver messages straight to the personnel. Chain level organizations can spread information to all its locations remotely from the headquarters.

Basic Screens

Landscape & Portrait

Professional digital signage screens are suitable for 24/7 use, and can be installed either portrait or landscape. Remotely manageable screens bring a modern digital communication surface to all kinds of spaces and purposes.

Digital signage screens last longer and save more energy than commercial TV screens. Narrow bezels and quality panels along with robust technology ensure long lasting visual communication and marketing.



Features:

- LG SE3D Series
- Full HD 1080p images & video
- Edge-Lit LED
- Narrow bezels: 11.9mm
- Suitable for 24/7 indoor use
- Power supply 100-240V
- HDMI, DVI / RGB / USB 2.0
- VESA mounting

Available in:

- 32”
- 43”
- 49”
- 55”

delivering branded environments™
futurama

32” Display
with Wall Mount

LG 32SE3D

Width	729mm
Height	428mm
Depth	39mm
Weight	6Kg
Power	50W
VESA	200 x 200
Brightness	350nit

Plug & Play.

43” Display
with Wall Mount

LG 43SE3D

Width	970mm
Height	564mm
Depth	39mm
Weight	10Kg
Power	60W
VESA	200 x 200
Brightness	350nit

Plug & Play.

49” Display
with Wall Mount

LG 49SE3D

Width	1102mm
Height	640mm
Depth	39mm
Weight	15Kg
Power	65W
VESA	300 x 300
Brightness	350nit

Plug & Play.

55” Display
with Wall Mount

LG 55SE3D

Width	1238mm
Height	714mm
Depth	39mm
Weight	18Kg
Power	70W
VESA	300 x 300
Brightness	350nit

Plug & Play.

HighBright Window Screens

Transflective window screens capture the attention of passers-by and make any space seem more modern, interesting, and up to date. Window displays are a great way to communicate after closing time or for example with people standing in traffic light across the street. Highbright screens are suited even for direct sunlight and have a wide viewing angle.

Features

- Philips OMD-W & OMD-K Series.

Available in:

- 46”
- 55”
- 75”

If you require a bespoke housing, contact us and we can assist in the design and maintenance.

Outdoor OMD-W Series 46”

HighBright Window Screen

LH46OMDPWBC/EN

Diagonal Size	46”
Active Display Size (HxV)	1018.08 (H) x 572.67 (V)
Brightness (Typical)	2500 cd/m²

Outdoor OMD-W Series 55”

HighBright Window Screen

LH55OMDPWBC/EN

Diagonal Size	55”
Active Display Size (HxV)	1209.6 (H) x 680.4 (V)
Brightness (Typical)	2500 cd/m²

Outdoor OMD-K Series 75”

HighBright Window Screen

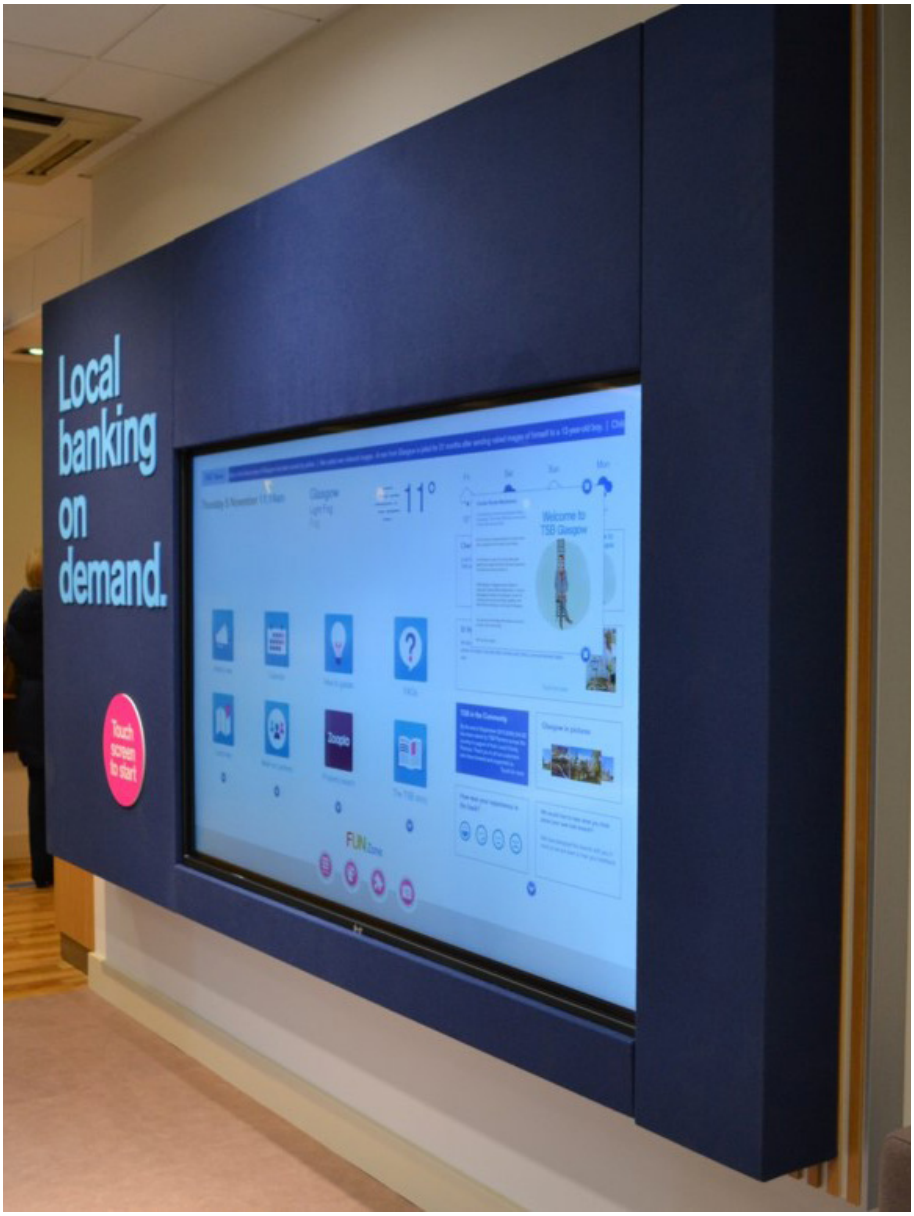
LH75OMDPKBC/EN

Diagonal Size	75”
Active Display Size (HxV)	1650.24 (H) x 928.26 (V)
Brightness (Typical)	2500 cd/m²

delivering branded environments™ futurama

Interactive Touch Screens

Touch screens can be used for product catalogs, surveys, guidance, information, maps, games, online stores, and entertainment. Touch screen brings the customer closer and more engaged to your business. Provide more services without the need to get more personnel. A touch screen can be anything from a sales person to a guide.



Features:

- Philips BDL Series:
- Multi Touch, Infrared
- Brightness (Typical): 350 cd/m²

Available in:

- 55”
- 65”

Philips Multi-Touch Display 55”

Interactive Touch Screen

55BDL4051T/00

Brightness	450 cd/m²
Multi-touch technology	Infrared touch
Touch points	10 Simultaneous touch points
Protection glass	5mm tempered safety glass
	Anti-Glare
Set Width	1271.0 mm
Set Height	741.8 mm
Set Depth	91.4 mm
Set Width (inch)	50.04”
Product Weight	31 Kg
VESA Mount	400 x 400 mm, M6
Bezel width	29.2 mm

Philips Multi-Touch Display 65”

Interactive Touch Screen

65BDL3051T/00

Brightness	350 cd/m²
Multi-touch technology	Infrared touch
Touch points	10 Simultaneous touch points
Protection glass	5mm tempered safety glass
	Anti-Glare
	Anti-Reflective
Set Width	1492.40 mm
Set Height	867.40 mm
Set Depth	99.8 mm
Set Width (inch)	58.76”
Product Weight	43.1 Kg
VESA Mount	400 x 400 mm, M6
Bezel width	29.2 mm

delivering branded environments™
futurama

Video Wall Display

Impress your audience with the most impactful video wall. With ultra-narrow bezel and stunning picture quality, you are sure to create the most memorable visual experience.

The next generation of video wall displays is designed with the industry's narrowest bezels and advanced alignment solutions. Fully exploit your impactful signage content with ultra-narrow bezel displays, and make sure your message does not get lost in thick bezels. With the ultra-narrow bezels you can create seamless video wall configurations of virtually any size.

Available in:

- 55”

Features:

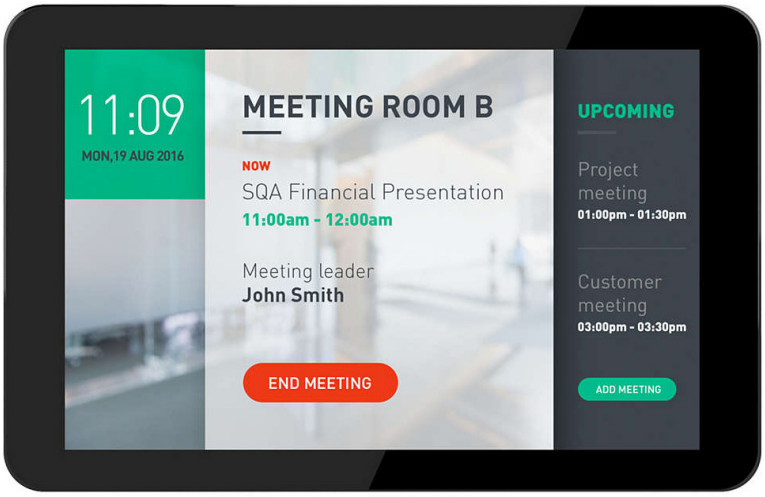
- Philips BDL Series
- 55”
- Direct LED Backlight
- Full HD

Brightness	500 cd/m²
Bezel Thickness	3.5mm
Bezel Width	Top/Left: 2.3mm
	Bottom/Right: 1.2mm
Set Width	1213.4 mm
Set Height	684.2 mm
Set Depth	107.65 mm
Product Weight	29.2 Kg
VESA Mount	400 x 400 mm

Mini

A new level of interaction

10BDL3051T:



Powered 10” touch display:

- Enhance and personalise interactions with this user-friendly, 5 point touch screen.
- Save and play content with internal memory
- Built-in Wi-Fi and Bluetooth
- Simplify your installation with the built-in wall mount
- Connect and control your content via the cloud

Picture/Display:

- Brightness: 300 cd/m²

Interactivity:

- Multi-touch technology: Projected capacitive
- Touch points: 5 Simultaneous touchpoints
- Protection glass: 0.7 mm tempered safety glass

Dimensions:

- Set Width (inch): 10.28”
- Set Height (inch): 6.58”
- Set Depth (inch): 1.14”

Power:

- Mains Power: DC12V +/- 5%, 1.5A, PoE=24W
- Standby power consumption: >0.5 W

Media Players

Media players, ”cubes”, work as the brain of the digital signage system. Cubes make the screens remotely controllable, and enable content scheduling and targeting. Media players download the material into its own internal memory from a cloud server keeping the data traffic to a minimum. Cubes play the downloaded material on screen even when the network connection is down.

HD CUBE (Intel)

- Power supply 19 VDC, 65W, AC adapter 230 V VGA, DVI/HDMI max. 1920 x 1080 Full HD
- LAN connection (10/100 Mbit, RJ45)
- Wifi or optional 3G/4G
- 115 x 110 x 51 mm
- 35 GB internal memory
- Images, video, RSS/XML feeds, social media, text templates, Flash, interactive, HTML5, video streaming, animation tool, slideshow transitions

CMS

Futurama Content Management UI

All content on screens is managed via Internet with the web based Futurama interface.

SaaS service includes the server maintaining and hosting, browser based user interface, software updates and new versions to the media players and user interface, and technical product support.

Easy and Remote Content Management in the Cloud

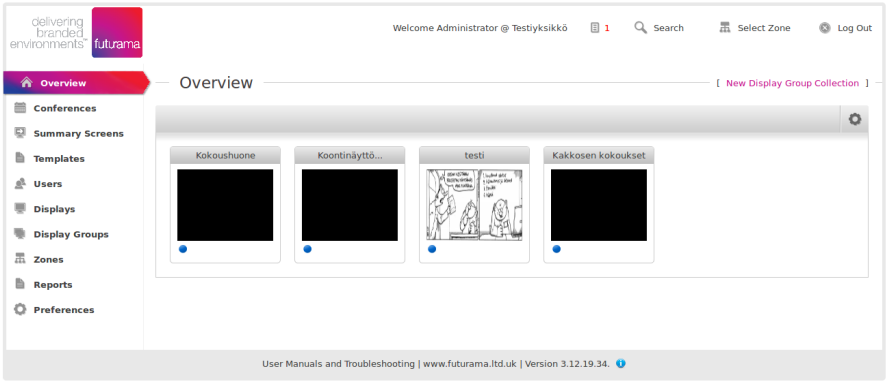
Screens can be grouped for example by location, by purpose (eg. price list screens), or by brand. Six user levels enable efficient and resourceful content management for chain level organizations.

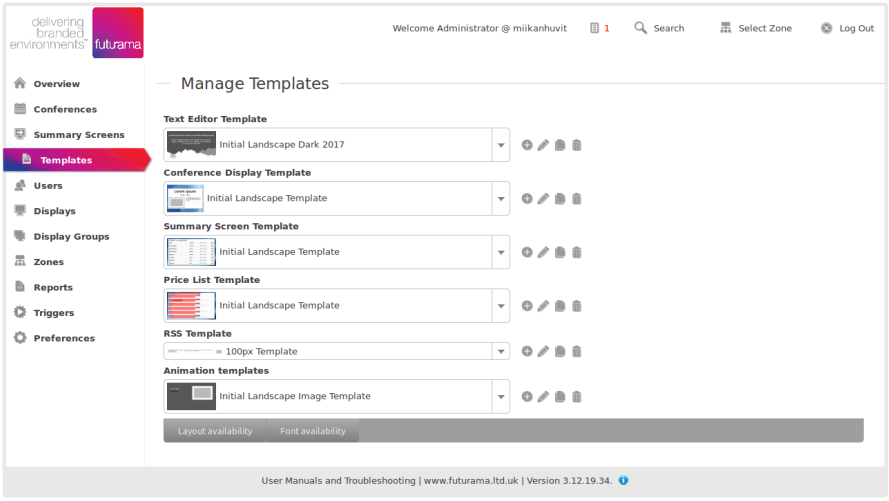
All data is SSL encrypted and the media players upload all material to their own internal memory, keeping the data transfer to a minimum.

Futurama Digital Signage user interface has ready-made tools and templates for content production, scheduling, target marketing, and material distribution.

Content management UI is available in English, Finnish, German, Swedish, Russian, Italian, French, Danish, Estonian, Chinese traditional and Chinese simplified.

Manager user interface graphic design can be branded with company style.





delivering branded environments™ futurama

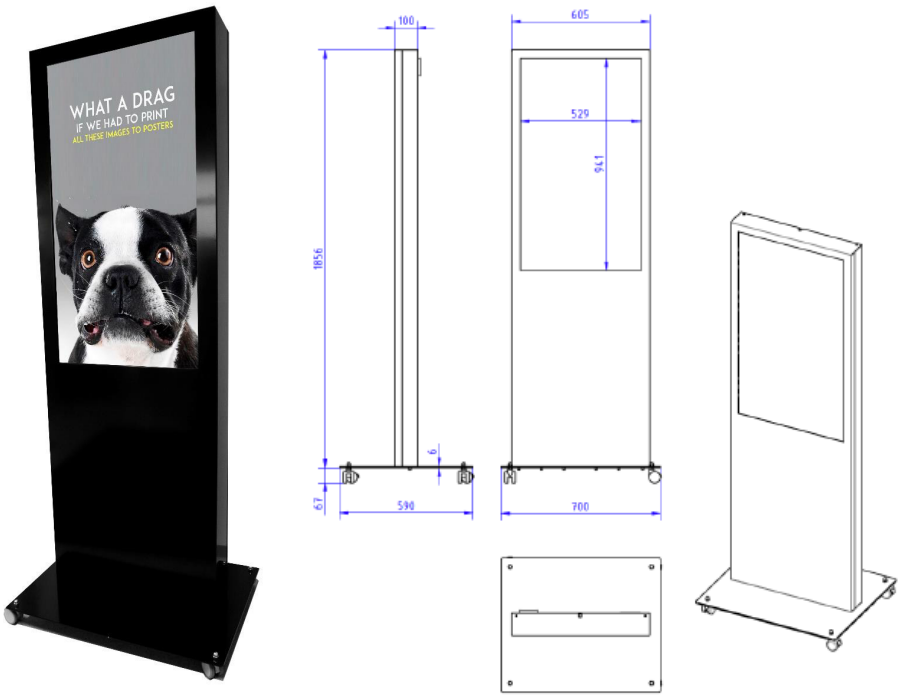
43” Pylon

Wifi Sales Promotion Stand

LG 43SE3B

Width	700mm
Height	1925mm
Depth	100/590mm
Weight	60Kg
Power	65W
VESA	NA
Operation	18/7
Brightness	350nit
Connection	Wifi or RJ45

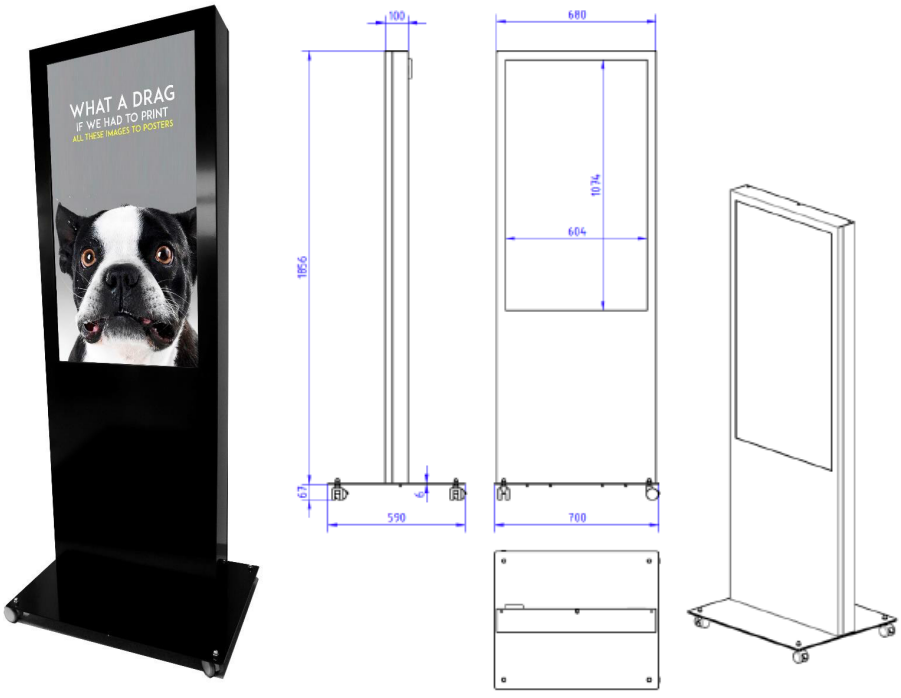
Plug & Play.
Mediaplayer included.
Optional 3G/4G Connection.



49” Pylon

Wifi Sales Promotion Stand

LG 49SE3B

Width	700mm
Height	1925mm
Depth	100/590mm
Weight	65Kg
Power	135W
VESA	NA
Operation	24/7
Brightness	700nit
Connection	Wifi or RJ45

Plug & Play.
Mediaplayer included.
Optional 3G/4G Connection.