

## ***Dynamic messaging with Appia digital signage***

Appia's digital signage solution engages your audience with full-motion video, high-resolution graphics, and targeted audio, creating a dynamic communications platform that captures attention, educates, informs, and improves overall customer experience.

Gone are the days when in-store advertising campaigns or on-site displays had to be completed weeks or months in advance. Because digital signage content is managed remotely and delivered over an IP connection, new campaigns can be launched instantly and targeted to the time of day, geographic location, and other desirable demographic factors. The result is a demonstrably superior ROI when compared with traditional printed media.

Here are a few examples of effective uses for digital signage:

### **Retail**

Announce new products and promotions, build company branding, and provide point-of-purchase incentives. Displays can also serve as convenient resources for product information to support the sales team. Malls and shopping centers can engage shoppers with multiple displays in food courts and other common areas.

### **Education**

Display educational content, announcements, and emergency messages in multiple classrooms simultaneously, or enable on-demand content delivery to individual locations.

### **Hospitality, Food and Beverage**

Welcome guests and reduce perceived wait time with property descriptions, restaurant menus, area attractions, special events, meeting schedules, and other helpful information. Digital signage also presents a unique revenue opportunity for properties to offer advertising on their in-house networks.

For more information about digital signage solutions from Appia, contact your Appia Partner or call 877-277-4297 today.



Simplify and Save with Appia Managed Services