

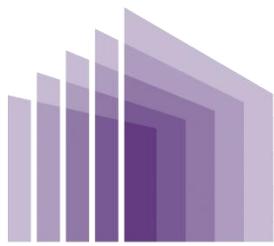
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courtesy of  
Dynamax

# YOUR DIGITAL SIGNAGE PREPARATION KIT

## Part 1 – The Software



For those who want to get  
it right from the start



# dynamax

## Digital Signage Specialists

What you need to know about our digital signage software



 digitalsignage.NET  
by dynamax

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We are one of the longest standing digital signage companies worldwide and for more than a decade we have put every effort into developing best-of-breed digital signage software solutions. To learn more about our products please visit our website.

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Contact us today to see how we can help

If you're working under a tight deadline and planning to launch your digital signage project soon, but you're still not sure where to start, then this 4 part series is the resource for you.



Whether you are in the know or a novice in all things digital signage, this kit will provide you with the knowledge you need in order to plan your project correctly and deliver it on time and on budget.

**By reading the series, you will:**

- Understand the subtleties of each element of the system- software, hardware, content and installation
- Be able to avoid making common mistakes that can compromise the ROI of your project
- Be able to measure the system's ROI based on your criteria of choice

## How and when to use this kit

- Speed up the research stage as you will know what type of products to be looking for
- Decrease the risk of any unforeseen expenses and delays
- Have the ability to offer your team an educational tool which will ensure that you can all use the technology.



# Chapter 1

## The right steps in the right order

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*“Fail to plan, plan to fail”*

Imagine this scenario: eager to have your system up and running, you buy the first monitor you come across, make use of the dusty PC from the corner of your office and the first piece of software you've had the chance to test, only to find out that the products don't work with each other or they don't do what you wanted them to. And then you have to start the process all over again.

*"The right thing at the wrong time is the wrong thing"*

That is why it is crucial that you follow the right steps *in the right order*. Choosing the software provider before knowing what type of content you want to display, or installing the system without determining its purpose will create complications, limitations and additional expenses that you could easily avoid in the first place. By doing the following things in this order, you will not go wrong.



## 1) Determine the system's goal, content, context and ROI

Before doing anything about your project- stop! Think about *why* you need this new communication tool and take into account the specific context of your organisation and the budget at hand. After all - you want a good return on your investment (ROI).

### Digital signage can be used for:

- Promoting new products
- Communicating news quickly
- Reducing perceived wait time
- Generating revenue through advertising
- Boosting sales and brand awareness
- Inform viewers about relevant topics
- Decreasing print costs
- All of the above

Clarifying your goals and ROI will help you choose the means.

## 2) Location, Location, Location!

Decide where the best position for your install would be for the display to reach the people you want it to.

# The right steps in the right order...

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## 3) Select your software platform

Your digital signage software is the "glue" that brings everything together - content, players and screens. Choose it carefully considering the following facts:

### - The content you want to display

The features you require (the file types- HD videos, JPEG's, online sources- social media, web pages).

### - Number of screens you are planning to deploy and the forecasted evolution of the project

If your network is going to increase over time, you need a robust, scalable software solution. digitalsignage.NET, for example, was designed to support systems of one display all the way through to thousands, while POV<sup>NG</sup> has a history of supporting large, multinational digital signage networks.



The choice of software should be dictated by your objectives. Don't opt for a more sophisticated product that your project requires and alternatively don't use one that is too basic for your needs. You won't be able to assess the suitability of a product until you test it.

[Try digitalsignage.NET for free](#)

#### **4) Choose the hardware**

Select the displays and the media players powering them that are compatible with the software chosen and the environment you will be installing them in. Unsure of what you need? We will delve deeper into this topic in part 2. Also, you might choose to work with a system integrator who is already in touch with different hardware providers, who can then provide you with the correct advice and guidance.



# The right steps in the right order...



#### **5) Deploy your install**

This stage involves mounting the screens and configuring the media players. If you don't have the skills to manage this yourself, resort to the services of a system integrator whose core business is handling the process for you.

#### **6) Test, monitor and adjust**

After having your system up and running it's time to see how it performs. Are the hardware and software reliable? Do they perform as expected? Is content helpful, are the screens visible? Is the system having an impact on your business? Have you met your desired ROI? The answers to all these questions will be known to you only after setting up your digital signage solution and running it for a few months.



# Chapter 2

## The Digital Signage Software

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*Making the right choice*

The software is the driving force behind your digital signage project, the element that delivers your message to the right place, at the right time. It allows you to monitor and manage your network of screens remotely, straight from your place of work.

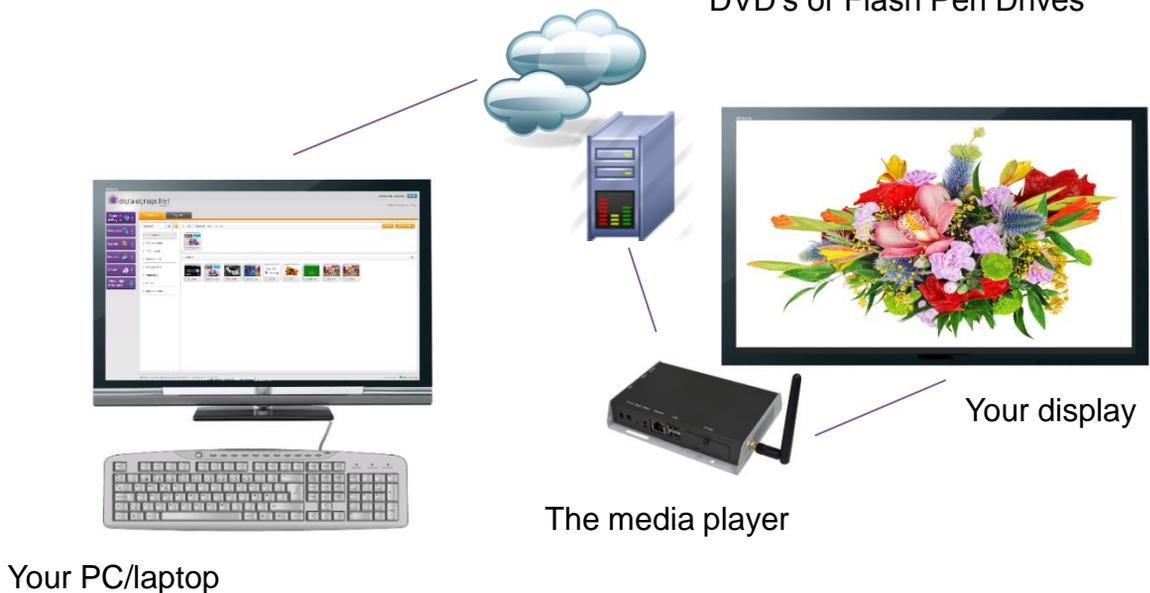
### The role of the software

If you don't know where to position the software with regards to the whole system - why you need it and what does it does for you, then this **illustration** should clarify the matter for you:

## Why do you need digital signage software?

### You use the software to:

- Schedule your content to play at the desired time of the day/week
- Pull in content from external sources (internet/database)
- Send your content to the selected media players powering the selected screens
- Save you time visiting locations with DVD's or Flash Pen Drives



The software transfers your content from your laptop to the media playback devices powering your displays

While all the digital signage software fulfills the same purpose (the scheduling and delivery of content) the available products on the market differ in various ways, from ease of use, features and hardware compatibility to pricing and customer support.

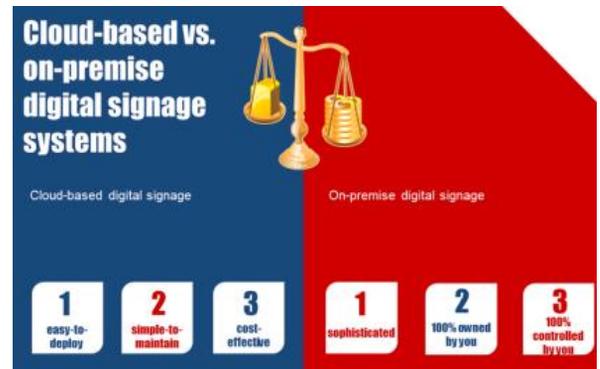
Here is a set of criteria- both inward and outward focused that we advise you to employ when selecting your digital signage software solution.

### 1) Your data hosting policy

Do you prefer managing your own servers or would you rather go for a managed solution hosted in the cloud? If you want to host your digital signage solution on your own servers and manage it in-house then an on-premise digital signage software (such as POV<sup>NG</sup>) is the right choice for you, disqualifying its cloud-based counterpart.

Alternatively, if you don't want the responsibility of managing servers then evaluate the cloud-based software solutions available, such as our own digitalsignage.NET.

# Evaluating the digital signage software



If you're not sure about the difference between the two types of solutions, [check out our infographic](#).

### 2) The existence of an ICT department

If you don't have an ICT department, you're most likely not going to be able to manage servers in-house and hence opt for a cloud-based digital signage software. If you do have an IT department then both options, on-premise and cloud-based digital signage software, are available to you.



# Evaluating the digital signage software

### 3) Easy to use vs. feature-rich - which one is most important?

Cloud-based software solutions should be suitable for a DIY digital signage project (provided you can handle the hardware installation part). You should be able to set up an account in less than a minute and manage your content without much hassle. [digitalsignage.NET](http://digitalsignage.NET) makes this easy.

On-premise (or Enterprise) digital signage software products like our POV<sup>NG</sup>, are usually more sophisticated than their cloud-based counterparts, being destined to serve more complex purposes.

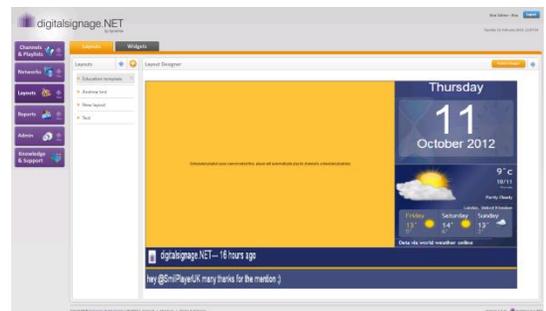
### 4) The vendor's proven history of successful, scalable deployments.

Besides evaluating the product, evaluate the vendor too. Search for [case-studies](#) and [press releases](#) to assess if the vendor has a solid- enough business for a long-term partnership.

### 5) Do you know where and when your files have been played?

A reporting feature would allow you to keep track of your files and check the system's **Playback** remotely, without having to be physically present where your screens are.

If you're accountable towards a 3<sup>rd</sup> party with paid ads then this feature will prove particularly useful, as it will represent a tangible proof that you have fulfilled your obligations. So make sure it's there.



Test our cloud-based digital signage software for free! [Click here](#) to create a free account.

Learn more about [POV<sup>NG</sup>](#), our Enterprise digital signage software product.

Managing the set-up of your digital signage system is not an easy job. There are several aspects to consider, and part 2 of this series will be focused on the hardware.

We're here to help. [Call or email us at any time](#) for a FREE consultation and we'd be happy to answer your questions.

If you need help with choosing the right digital signage solution and installing it in your locations, our experienced partners can assist you with that. They know all about screens, media players, brackets and mounting displays and can take all the hassle of installing the system upon themselves.

[Check out the list of Partners we work with](#)

## Conclusions

### 4 Things To Keep in Mind

- Know your goals then choose the right software
- Plan well to avoid expensive surprises.
- Liaise with specialists that can advise you.
- Test and adjust
- Keep your content fresh.

### What next?

We take a look at hardware. Part 2 of the preparation kit will explore the different options available to you.

“

*Wake up with a sense of purpose, then do your best to execute your plan!*

”



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