

## The Digital Signage Advantage

The use of LED (light emitting diode) and other digital signage technology is expected to grow strongly over the next 5 years, with a substantial portion of this growth to come from the retail, entertainment and hospitality sectors. And why not? Digital displays allow the user to strategically plan communication programs that can be simply rotated or updated without the hassle and on-going expense of replacing static displays such as posters and banners.



And yet, many who stand to benefit greatly from investing in digital signage seem reluctant to do so. While it is true that the initial outlay can appear high, it is worth remembering that digital technology such as LED should be viewed as a long term investment.

Despite a steady reduction in the cost of LED signage in recent years, even the early adopters have benefitted from installing a sophisticated signage solution that allowed them to simply customise their communication needs.

For example, an entertainment venue such as a large club using static displays to advertise events is likely to spend between \$500 and \$1,000 each month to change posters, banners, etc. But a large full colour LED screen can pay for itself in less than three years\*. With an expected lifetime of 10 years and the option to 'sell' advertising space, an LED sign

even has the potential to generate revenue.

Forward thinking retailers are also looking to attract attention by installing digital signage that allows them to go beyond finding that one message that suits everyone. For example, if a retailer has a different day-time clientele to those who shop in the evening, they can schedule advertising content to suit these specific market segments.

It is worth considering that even an LED

scoreboard can be utilised for more than just displaying scores. Many sporting clubs, even at grass roots level, are using their scoreboards to display sponsors details and other advertising. "Many are now generating income for their clubs by using the flexibility offered to them by their LED scoreboard," says Scott Cloughessy, LED-Signs Operations Manager. "Advertising can be updated and rotated simply, providing increased opportunities for clubs to 'sell' advertising space."

Digital signage technology has the ability to greatly improve the way organisations communicate. It is moving signage from static wall displays to a powerful marketing medium that fully engages customers.

\* Based on \$1,000 spend per month

## Industry Trends

### Indoor Scoreboards

The completion of new multi-purpose halls in schools across Australia means that many school committees are now looking to enhance facilities. And a basketball scoreboard is a great way to do this. A quality basketball scoreboard system is simple to use, cost effective to run and includes a dedicated controller, countdown and shot clocks.

### Coffee Anyone?

#### Full Colour Café Installation

LED-Signs has recently installed a state of the art, full colour RGB screen in a new office complex for a large financial sector participant. The 6mm pitch screen with a display area of approximately 3.1m by 1.65m has been installed in a staff café.

LED-Signs worked with All AV, who provided the Techmedia Scala control system to manage the screen's content. The screen displays menu selections, environmental messages and is also capable of showing full colour video and live TV.

The café is a high traffic area that lends itself well to the addition of an LED display that can act as both a powerful communications tool as well as an architectural feature.



## DID YOU KNOW?

New York's Time Square has had an affiliation with electronic signage since the late 1920's. In 1928 the Times Square Tower switched on its 'zipper' sign. The 116 metre sign, invented by Frank C. Reilly and made up of approximately 15,000 incandescent bulbs, was one of the earliest text message signs.

Times Square now has countless electronic signs including LED tickers that display everything from engagement requests to news and stock prices. In fact Times Square zoning ordinances require building owners to display illuminated signs.

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