



## Industry Voices



**Jim Huber, Solutions Development Manager/Managed Print Services and Technology for Office Depot (Previously Director of Sales & Marketing for NOR-COM)**

The market requires tools for bringing live data to digital signage. End users need to:

- Collect and cache RSS feeds
- Display XML files with style sheets (e.g., a weather app that draws its data from a web source)
- Capture PC and set top boxes sources using HDMI HDCP compliant capture cards
- Ad hoc manual data input by staff
- Collect and display SQL-based information for real-time analytics within certain business applications, such as call center displays and production floor progressions.



**Jeff Collard, President, Omnivex**

Information is all around us. We are bombarded by information from multiple sources that many people find overwhelming. Digital signage provides a means to collect information or data from multiple systems and present it in a concise graphical form that makes it easy for people to make decisions. Because it is dynamic and graphical, digital signage is also a great tool to create environments. These environments can respond to conditions connecting inputs from multiple systems, sensors, and individuals to deliver a consistent message across multiple displays.

Basic digital signage systems operate much like a PowerPoint slide show. It is a series of preplanned content targeted to general conditions. It may have electronic delivery and scheduling capabilities, but the message is rarely specific to the individual or current conditions. Smart systems use data inputs to form the message on the fly. People live in real-time environments and expect the systems around them to reflect their world. Smartphones are significantly more expensive than old feature phones yet, according to Gartner, worldwide sales of smartphones surpassed feature phones in 2013 and haven't looked

back since. In order to stay relevant to their audiences, digital signage networks need to reflect the interest of the viewer and that will drive network operators to update to smarter, data aware systems.



**Maria Porco, VP Business Development, Barco X20**

Trends driving the integration of other systems with digital signage, including the proliferation Big Data and what I call "Big Analytics," the Internet of Things, the "expectation of interactivity," consumerization of mobile devices and apps, mobility of employees, and more. Of course how these trends impact content vary greatly between market segments (e.g., retail, healthcare, enterprise, etc.), but they're all impacted by them driving more engagement to and with screens.

At X20 we've changed the term to describe what we do from "digital signage" to "visual communications" to encompass the fact that there's so much more now than just digital displays: integration with mobile phones and tablets, interactivity and multiple linked displays have evolved the "simple one-way" digital signage of only a few years ago. We're focusing on the enterprise market now, and we're integrating with a number of third party systems such as SAP, MS SharePoint, Polycom RPMM, and even manufacturing equipment that streamlines the content creation process. Once the content is linked to these real-time information sources, your digital displays are automatically updated with the most recent information, making them always relevant.



**Dan Smith, Sr. Director of Sales, at LG**

Digital signage is becoming less of a billboard for advertising or a replacement for static signage. It is become smarter and being integrated into marketing campaigns including social marketing connections, customer-specific messaging, and habit identification to deliver more relevant messaging down to 1:1 connections. Relevance = effectiveness of messaging.