

WHY USE DIGITAL SIGNAGE

- Increase revenue with signage advertising.
- Save time, money -no more static sign buys.
- Low cost of ownership.
- Improve communication with clients or employees
- Inspire, promote and build employee morale
- Fast Real-time changes to content and messages
- Third-party advertising opportunities \$\$
- Simple, flexible, engaging moving video and pictures.
- Influence purchasing decisions at the point of purchase.
- Cross-sell products and services.
- Improved Corporate Image to your clients.

Digital Signs are flat panel TVs or Computers display monitors used to replace and enhance traditional static signs.

Digital Signs are used in Public Places such as Malls, Museums, Schools, Restaurants, Medical Offices and Retail Point of Sale.

With Digital Signage you can advertise your message using dynamic moving videos and digital pictures that will captivate your audience. The advantages of digital signage include the ability to update content fast and economically, And the ability to deliver specific messages to target audiences in any location.

Imagine changing your advertising message on 100 displays at the press of a button, at no cost.



Now that's advertising power!

- With Professional service and great pricing, Bigidea will help you expose your business.
- What can you show on a Bigidea Digital Signage Network?
 - . Current Sales
 - . Current Promotions
 - . Branding Commercials
 - . Similar products in different departments
 - . Upcoming Specials and Sales

BENEFITS

- Businesses can create instant profit centers by selling advertising time on their digital signs to customers or suppliers.
- Customers purchase products advertised on digital signs.
- No other advertising medium offers you as many ways to reach customers like Digital Signage.
- Proof-of-play reports and other monitoring.
- Change your Sign message and content Fast.



WHY CHOSE BIGIDEA?

Other companies may sell Digital signage systems, but they are simply AV systems integrators selling screens and hardware. With Bigidea as your solutions provider you are working with a Digital Graphics company that knows how to create quality signage and digital advertising content.

BIGIDEA will provide you with a Total Turnkey Solution for your Digital Signage project!

The results? Increased traffic and revenues. Entertained & informed customers. Lower content production costs, improved message consistency and "compliance", and faster time to market.

