

Digital Signage system

Digital signage is the latest player to the field of out door advertising, and has been pleasing the industry with a vengeance. The word digital signage refers to huge and small screens that are used to display messages and advertisement. The screens are generally networked to a foremost server which can usually be managed from anywhere on the Earth where an internet connection is accessible.

The advantages of digital signage are understandable, and are being realized by hundreds of business owners, government institutions, and educational institutions world wide. The dynamic digital signage is attention-grabbing, and can be used to up-sell at point-of-sale where add-on purchases may not usually happen. The digital signage also helps to bring up to date the retail area, making it appear avant-garde.'

The digital signage occurrence has turned popular as the price of equipment has dropped recently big plasma or LCD screens are more inexpensive these days than before. The servers and PCs that are used to manage the advertisement are also very reasonably priced. This attainability has shown the way to excessive growth in the digital signage segment over the last two years. This sector is probable to reach new heights in 2008, and attain sales of over \$3 billion US.

Because of the affordability, both large and small scale companies have been taking advantage. Digital signage has also grow to be widespread in common places like hospitals, restaurants ,Schools, Educational institutions, government, Traffic signals, airports, Bus terminals, shopping malls, Entertainment theaters the supermarket, post office, public transport, nightclubs and pubs, to name a few.

Digital signage is also referred as- captive audience networks, electronic display networks, digital dynamic signage, narrow casting, data casting, digital in-store merchandising, employee TV, out-of-home media networks, retail TV, digital media networks, electronic billboards... and this list probably grows week by week. There is a huge amount of overlap between these terms, but the slightly different connotations given to them by the different companies in the market makes it hard to figure out what to look for when doing a web search or talking to a consultant.

About the Author

Rise Vision provides digital [display systems](#) to assist in all your entire web based solutions focusing on internet display control that enables users to manage [digital signage](#) networks via the web anytime, anywhere.

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