

# Digital Signage: Transform the Way You Communicate



Easy to manage and impossible to overlook—improve your communication strategy, and get your message across with digital signage. Digital signage is a unique and powerful communication tool with unparalleled opportunities to capture an audience's attention, educate, and inform.

## Unleash the Possibilities

Digital signage can change the way you communicate. The possibilities are endless and can be tailored to fit individual needs. These days, digital signage is nearly everywhere you look. From university campuses and doctors' waiting rooms, to banks, restaurants, and retail, dynamic, interactive signs are enhancing the ways organizations communicate.

## Signage to Solve Your Needs

Almost everywhere you look digital signage is becoming part of the visual environment. From product demos to daily announcements to emergency alerts, whatever you need to convey is possible. Get to know how different industries leverage digital signs to increase awareness and bridge staffing gaps. Be inspired to think of new ways to meet your communication needs.

## Commercial vs. Consumer

When considering a digital signage solution, you have many options. It's also crucial to note that—from specifications to installation—there's a difference between commercial and consumer-grade hardware. For only a small increase in total investment, we can help you design a solution to stand up to the demands of commercial environments, and deliver long-term functionality and reliability. Additionally, commercial-grade solutions come in many different shapes and sizes. Our experts can help you make sense of it all.

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## Maximize Your Message

The key component to any digital signage solution is an effective and easy-to-use content management system (CMS) to help deliver real-time dynamic information. A good CMS can simplify the creation of your messages, and make them quick and easy to deploy. Your message delivery system can be as simple or customized as necessary. Our CMS products and services can help manage dynamic digital media messages to make the maximum impact for your audience. At Connection we can help you select a CMS with extensive content creation and management service to take full advantage of your digital signage solution and turn it into a powerful communication tool.

## The Right IT Partner Makes the Difference

Connection can help make your digital signage choices simpler. We'll listen to your specific requirements and help you uncover the signage solutions that meet your needs and budget. From consultation to installation and deployment, we'll support you every step of the way. The message is clear—Connection is your best source for digital signage.

» **Call an Account Manager or request a consultation from one of our digital signage experts today.**

"It's interactive, it's moving, it's dynamic so it augments everything that [you're] doing from a communication level."

Toby Mackey  
Senior Product Marketing Manager  
Connection

Contact an Account Manager for more information.

Business Solutions  
1.800.800.0014

Enterprise Solutions  
1.800.369.1047

Public Sector Solutions  
1.800.800.0019

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