



Digital  
Art Signage  
a Digital Art Video Company

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**Full Signage Solution For Your Business**

[www.digitalartvideo.com](http://www.digitalartvideo.com)

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# ABOUT US



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## Digital Art Video

Digital Art Video Inc. was founded in 1991 by Kim E. Wang and is a full-service film and video production and post-production company that specializes in the creation of TV shows and series, commercials, web promos, corporate videos, music videos, reality series, documentaries, live events, as well as feature and short films. The company not only covers the national American market, but also specializes in production for the expanding Chinese market. Digital Art Video is proud winner of six Telly Awards, five Communicator Awards and one DV Award for “Best Commercial”.

Since 2014 the company created a Digital Signage division and is constantly expanding its services.

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# OUR TEAM



**KIM E. WANG**

Founder & CEO | Project Manager



**TANYA CHUTURKOVA**

Creative Director



**DAVID CHANG**

Technical Supervisor

# DIGITAL ART **SIGNAGE**

Digital Art Signage offers full service digital signage: from installation and configuration, through design, content creation and marketing, to daily, weekly or monthly update services. Working with different hardware providers allows us to adapt to each clients' needs and to provide diversified services for each individual project.





# WHAT IS **DIGITAL SIGNAGE**?

Digital signage means different things to different people; it can mean a group of digital displays in a retail bank branch showing information about the bank's products and services to customers in the lobby or waiting in line; digital signs in a large department store showing real-time marketing promotions; television screens placed around a university campus with the day's class schedules; or monitors at an airport with up-to-date flight schedules. In fact, digital signage applications are almost as unlimited as your imagination.

Digital signage is often referred to as narrowcasting, retail TV, captive audience networks, out-of-home television, or electronic billboards. Whatever the terminology, digital signage dynamically delivers information, including live and on-demand video, graphics, animations, text, and other Web content, on a high-quality display to a targeted audience at a targeted time.

For example, financial services organizations can now easily promote banking products and services on digital signs in the branch to drive sales and improve customer experience. In addition, retailers are experiencing increased revenue at the point of sale (POS) and delivering real-time messages to consumers at the point of purchase (POP).

By shifting more marketing and advertising budgets to this new electronic medium, organizations are creating a more interactive in-branch or in-store experience, speeding up the time to communicate, delivering more effective advertising, generating additional revenue, and influencing customer purchases. Other industries that are also rapidly adopting digital signage include government, education, healthcare, sports, entertainment, and transportation.



Digital Art Signage offers different solutions to best fit your space.

# TYPES OF **DIGITAL SIGNAGE**

## **BASED ON LOCATION**



### **Indoor Signage**

Usually found in places like hotels, movie theaters and malls. One type of indoor digital signage is a digital poster. This are one of the most cost effective methods of digital signage. Indoor digital signage is great for places like hair salons, restaurants, fast food joints and such. Indoor digital signage is usually displayed by a group of LCD screens and the content is typically put out by a media player.

### **Outdoor Signage**

Where a media player and LED (or LCD) screen is installed outdoors in order to display specific information. Outdoor digital signage is typically used in public areas. The screens are usually placed in a waterproof enclosure to ensure no damage occurs.



## **BASED ON CONTENT**

### **Static**

The simplest example is a light box, which continually displays one lighted image. Next is a basic digital player, capable of playing or displaying a series of still images—essentially, an automated series of static posters, displayed in a sequence determined by a playlist. The name “static” says it all.

### **Dynamic**

A step up from static, dynamic digital signage includes movement. Dynamic digital signage systems offer animated ads. These spots range from simple to complex—from a Flash-based animation to simple video to professional 10- or 30-second spots.

### **Interactive**

When the signage incorporates some level of interactivity—letting customers embed a snippet of Flash code, for example. The viewer has the ability to choose what to be displayed.

### **Queuing**

More prevalent in Europe and the UK than in the USA, queuing systems keep any customer line moving quickly. Increasingly, you will find them in airports, banks, urban supermarkets, etc. Queuing digital signage efficiently directs your customers to the next available teller, checker or service rep. Such systems can be simple or complex, and some offer advertising when not directing customers.

## BASED ON TYPES OF MEDIA

### Graphics

Importing graphics into the content manager as long as they're in one of these formats: JPG, TIF, GIF, PNG, WMF or BMP. The graphics' pixel dimensions are at least as large as the content block where they'll be shown. Otherwise, it will result in a pixelated image. Match the content block's aspect ratio to avoid distortion, squeezed or stretched image, etc. The resolution has to be 72 dpi. With this technology, there's no need to worry about print quality so smaller file sizes can be used.

### Video and Audio

Motion and sound always attract attention. MP3 or WAV files can be used to pair audio with the displayed messages. Some of the used formats are: Adobe Flash: SWF / Windows Media: ASF, AVI, MPEG, MPG, WMV / Apple QuickTime: MOV, MP4, M4V

### PowerPoint

Use a basic presentations as a slide show to provide the content of your signs. Easy to use and to update by the client itself. But limited creative value.

### Media Streaming

Stream live or pre-recorded content in any of these formats: WMV, MV4, MPEG and H.264. News, Music Videos, TV Shows, etc. can be streamed live. But note that copyright license applies. Auto-Updating Content – Weather, news, event schedules, graphic links, webpages, social media and more. It's a great way to save time and keep audiences informed.

## BASED ON TYPES OF NETWORKS

### Point of Sale

POS network is what you might expect: Digital Signage that consumers encounter close to a product or service for sale. These are usually comprised of in-store or retail digital signs. Sometimes, they include screens placed on the end of an aisle, or “end cap”, or near the deli in a grocery store. The power of this type of network is that the call to action is immediate; the screens are placed where shoppers make their buying decisions. The content is attention grabbing, relevant to product and brand, while the consumer is focused on buying. The content for these screens are usually helpful and useful to the shopper's mindset in making purchases now.

### Point of Transit

Digital billboards, along with screens associated with airports, train stations, subway stations and store windows comprise the second type of installation, Point of Transit (POT) Networks, where people are always on the go. These are the “live poster” of the industry. They work by grabbing the attention of passing consumers for a brief period of time. These screens are mostly focused on establishing brand identity or value, and parcel out visually attractive or active content in short bursts. Many consumers are already familiar with one type of POT network, the digital screens installed at airports that present a quick ad, and perhaps a weather forecast during the short trip from one gate to the next. That contrasts with an exterior screen on a taxi which functions as a moving billboard. These particular types of networks are often referred to as digital out of home (DOOH) networks where the advertiser is concerned about the reach and frequency verses in-store media that is concerned with sales uplift and is often referred to as digital signage.

## BASED ON TYPES OF NETWORKS

### Point of Wait

The third type is known as the Point of Wait (POW) network – one targeted to consumers waiting for a product or service where there is dwell time. Usually we encounter these in office buildings, healthcare, and hospitality locations, as well as corporate lobbies. A typical POW network is found in retail banking, where consumers are entertained in queue while also exposed to advertising, and general feel-good content. Good content, results in a happy customer for the teller. It is all about perceived wait time. One could even consider a digital sign in the interior of a taxi or bus to be part of a POW network.



Some of these networks are interactive, such as screens facing passengers riding inside taxis. In those cases, the viewer has more “wait time” and can take in a longer message or series of messages. In office buildings one can encounter displays in and around elevators which will have editorial content along with advertising. The common thread is that consumers viewing a POW network screens are both receptive and have sufficient time exposure to allow for longer messages and several repetitions.

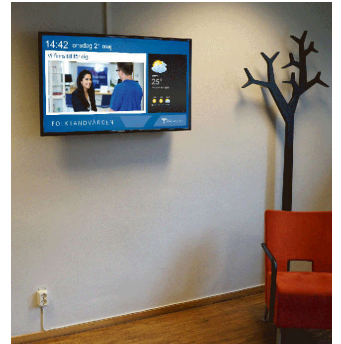
## BASED ON TYPES OF AUDIENCE

### Passerby

Viewing time: 1-30 seconds

Display location: in a hallway, near an entrance with no lobby, elevator bay, people walking by and not stopping.

Layout: 1-block layout with date/time stamp and/or current conditions weather. No video, no ticker, short graphic messages only.



### Waiter

Viewing time: 30-120 seconds

Display location: short lines for cashier or reception desk, people stopping for brief periods of time.

Layout: 2-block layout with date/time or weather (maybe also ticker). No long videos, Short Flash video, short graphic messages.

### Lounger

Viewing time: 2-30 minutes

Display location: reception with seating, lounges, cafeteria, break room, anywhere there is seating.

Layout: 3-block layout with everything. No restriction on content types and layout complexity, add live TV for 10-plus minute waiting areas.





# OUR SERVICES



## PLAYER SETUP



## SCREEN SETUP



## HARDWARE & SOFTWARE INSTALLATION



## CONTENT CREATION AND MANAGEMENET

## CUSTOM SOLUTIONS

Location & Tech Scouting  
Hardware Selection  
Outreach Evaluation  
Custom Quotes  
Financial Plans

## INSTALLATION

Player Setup  
Display Setup  
Software Activation  
Cable Management  
Internet Connection

## CONTENT CREATION

Custom Video Production  
Graphic Design  
Motion Graphics  
Animation  
Custom Menu Screens  
Live Weather Update  
News Updates via RSS Feed

## CONTENT MANAGEMENT

Project Management  
Scheduling  
Daily, Weekly or Monthly Updates  
Seasonal Customization  
Premium Care  
Free Online Technical Support  
Free Phone Technical Support

# DEPLOYMENT & OPERATIONS

## HARDWARE

While plasma, **LCD and LED screens** used to cost a pretty penny, the price of screens has been decreasing over the past few years. Mounts are required to support the screens.

> Signage screen can be in landscape or portrait mode.

> Single screen or multi-screen video wall.

> The digital signage player is either built into the screen or operates as a separate unit. PC, Android and Linux players are readily available. Digital Art Signage prefers Players powered by Windows and Android OS.

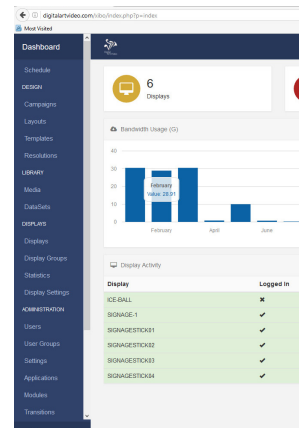
> Need of a power line (AC outlet for the Player and Screen)

## SOFTWARE

> **On-premise:** Software is paid for in full with the initial purchase of each hardware player. If you are managing more than a few screens, a server is needed as a central communication point for all locations.

> **Cloud-based:** Instead of one, big upfront fee, cloud-based subscriptions are paid for on a monthly basis. No server is required as the software is centrally hosted on cloud infrastructure.

> **Embedded:** Free is certainly a great price. Embedded software is a viable option for small-scale networks of less than five locations.



## INSTALLATION

> Installation is the labour portion of the digital signage process and accounts for setup of the screen, mount, player, cabling and quality control.

> Digital Art Signage installers are qualified all the way from the level of an AV installer to IT support resource depending on the complexity of the kit being put in place.



## PROJECT MANAGEMENT

Project management is the administration of a deployment project with multiple sites.

## MANAGED SERVICES

Managed services include consultation and configuration, monitoring and troubleshooting, and content management.

Digital Art Signage can provide installation or the client can use a separate contractor.

## CONNECTIVITY

A digital signage player should have internet connectivity, whether wired or wireless (WiFi or cellular data in 3G/4G form), in order to update content remotely.

# EASY AS

1

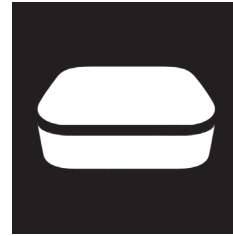
2

3



# TYPES OF MEDIA PLAYERS

A digital signage player (also “media player”) is a small computer used to show digital content on any public digital display. Any TV you see in a public space is typically powered by a media player, such as hotel lobbies, airport terminals, digital menus, digital directories, or stadiums.



## IS A MEDIA PLAYER ALL I NEED TO HAVE DIGITAL SIGNAGE?

There are two things you need to get started with a digital signage player. First, you'll need a software to run on the media player, called a “content management system”. Next, you'll need a TV/display to plug the media player into to show your content. Many media players come with a content management system preloaded onto it. Enplug's device for example comes ready to plug in and play.

### What is a content management system (CMS)?

A CMS is the software running on a media player that knows how to play certain types of content, such as images, video, or streamed content like tweets, weather, or news. Sometimes, the CMS is referred to as “digital signage software”.

### How big is a media player?

Media players come in several sizes. In general, Android-based media players are very small, ranging from the size of a USB stick to a small computer that fits in the palm of your hand. Windows media players are larger, up to the size of a small desktop computer.



**Media Players** range in technical specifications depending on cost. Most players can be grouped into three performance buckets:

## MEDIA PLAYER - PC STICK

Low Performance: Low-end players are usually ARM based devices in the form factor of a small box or ‘HDMI stick’. These devices run on Windows 10. Depending on the vendor, the polish may vary drastically. Modern low end players are capable of high definition video playback. WiFi, 1GB+ of memory and 8GB+ of on board storage is typical.

## MEDIA PLAYER - MINI PC

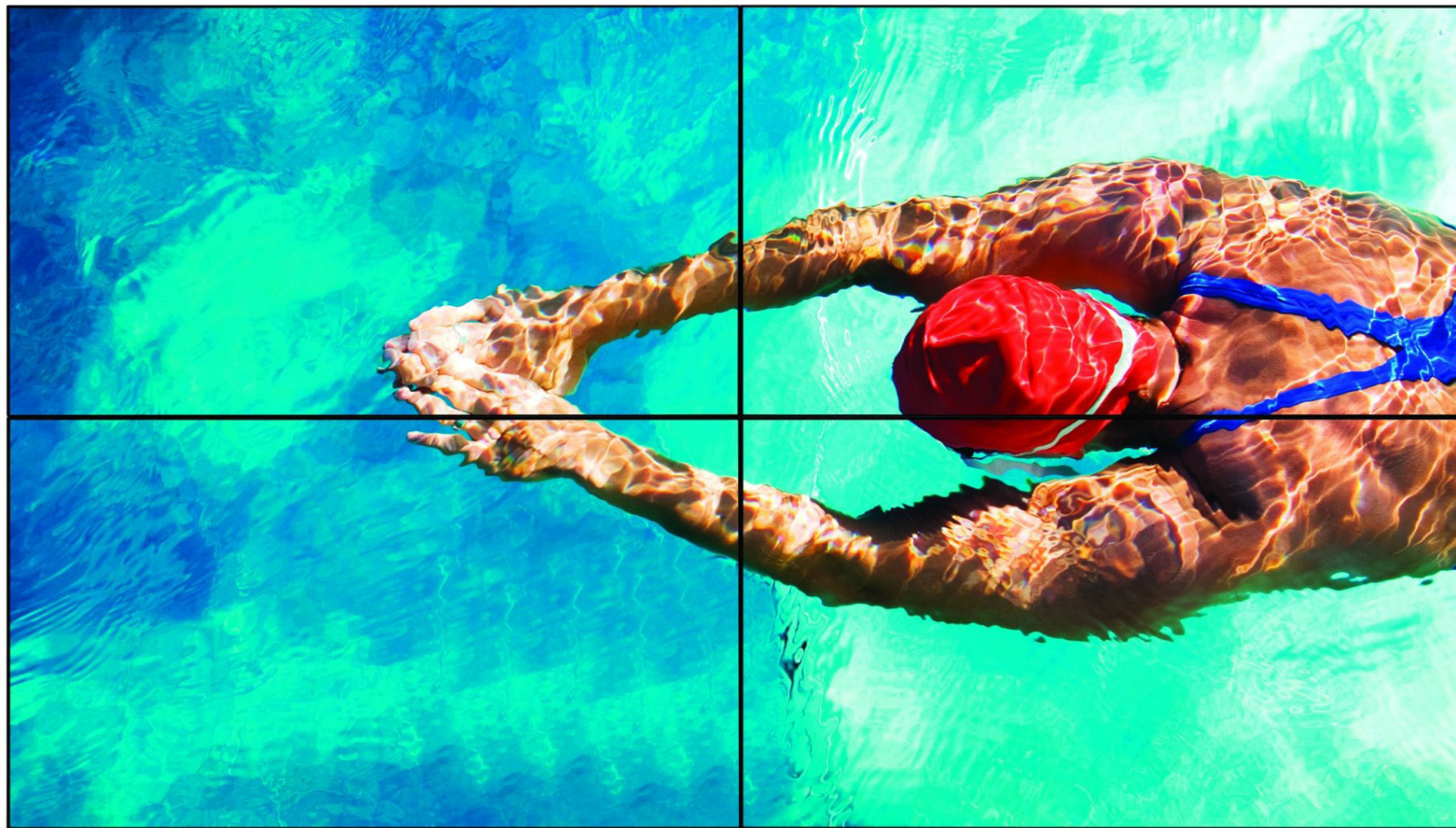
Medium Performance: Medium range players may have high end ARM SoC's that feature 4-8 cores, or dual/quad core x86 processors, usually from Intel's Atom or Celeron ULV lines. These devices run Windows 10. This range of devices is typically the highest needed for the majority of digital signage use cases. Our own Mini Desktop PC devices fall into this bucket.





## MEDIA PLAYER - MID SIZE PC (VIDEO WALL)

High Performance: High end players fall into two categories; either proprietary devices intended for use with enterprise solutions – or high end X86 PC's that are placed in a 'digital signage player' form factor. Mostly fro Mufti Screen video wall. If you want conctect playing in sync over 2 to 4 screen. 4 HDMI output







# TYPES OF DISPLAY **SCREENS**



## **CONSUMER-GRADE**

These displays are intended for moderate use (6-8 hours per day) and are designed for home use. If the install space and ventilation is constrained, it increases the thermal stress on all electronic components, which shortens the operational life of the product. Consumer products normally use "TV grade" LCD modules.



- > Lower initial cost
- > Lower brightness and color uniformity
- > Higher brightness / color gamut = shorter life
- > All plastic cabinet with limited ventilation
- > Designed for 4-6 hrs of continuous operation
- > Designed for narrow range of temperature environments
- > Susceptible to image retention /Dead pixels (both on and off)
- > Not designed for portrait mode
- > 90 day commercial warranty (1 year consumer)



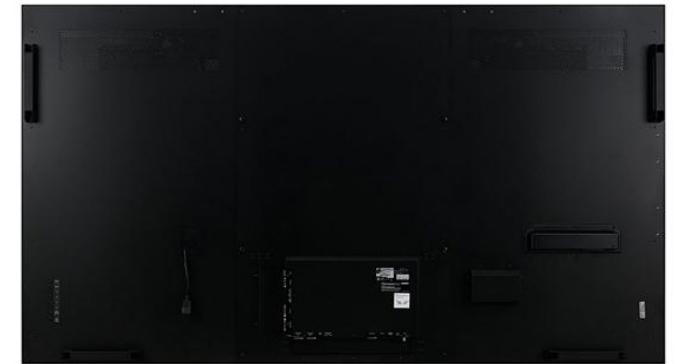
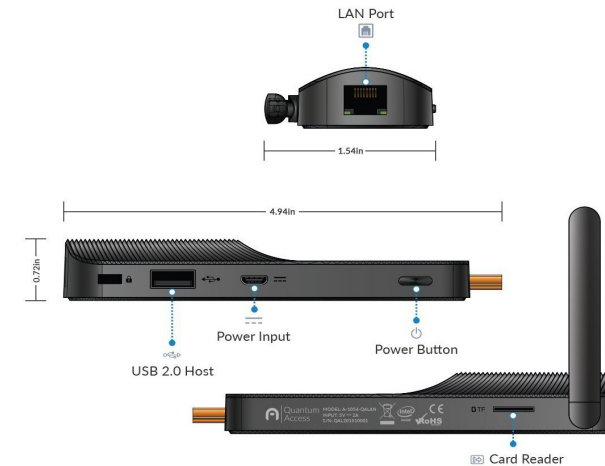
## COMMERCIAL / ENTERPRISE-GRADE

These displays are specially designed for commercial applications that require long, continuous hours of operation and include unique features to minimize the total cost of ownership. Commercial / Enterprise grade displays have significantly higher brightness, contrast ratios, additional ventilation, cooling fans, and heat sensors that reduce the chassis temperature. Uses "A" grade LCD module glass with tighter specifications.

- > Higher initial cost
- > Higher brightness for public-space usage
- > Built for 24/7/365 operation
- > Designed for wider range of temperatures
- > Designed for horizontal or vertical orientation and tiling
- > Wide variety of inputs (e.g. Display Ports, HDMI/DVI, YPbPr)
- > Combination plastic / metal housing for reinforced stability
- > Unobtrusive, minimalist design: Small / thin bezels
- > 2 - 4 year premium warranties (On-site, Advance Replacements etc.)

## DIGITAL ART SIGNAGE **RECOMMENDS**

For longer lifespan of the screens, we recommend using the Commercial / Enterprise-Grade Screens. These screens are specifically designed for a 24/7 use. All signage players and LCD screens has to be on uninterrupted. They go into sleep/ hibernation mode at night, to save energy and to prolong the life of the screen. We can program the the system to go on energy-save mode when the venue closes and to turn back on before the doors open the next day, each day.





# DIGITAL SIGNAGE CONTENT

As a sub-division of Digital Art Video creating content is what we do best. Our team can brainstorm for the best creative content solution for your specific business.



## CONTENT

Digital Signage deployment is nothing without the right content. Content is available on an ad hoc and/or subscription basis. A common principle in the world of marketing and advertising is “content is king”. Deliver a great piece of content through a low-quality, low-resolution display and you will immediately see how important it is to use the right technology - “technology is queen.” However, with the combination of compelling, consumer - engaging content and a dynamic, high-definition digital signage display, customers will stop and stare. Digital signage content should include high-quality video, images, or text that can convey a compelling message to viewers.

## DIVIDING SCREEN REAL ESTATE INTO REGIONS OR ZONES

Screen zoning, a relatively new concept to digital signage, refers to dividing the real estate of a digital signage screen into separate regions or zones where multiple types of information can be displayed simultaneously on a screen. Each region or zone supports multiple content formats and is an independent component that can be easily updated or changed. For example, a live video can be streamed from a network streaming server in the main, central zone and a Flash animation and/or text information can be delivered at the bottom zone.

## SCHEDULING CONTENT: DAY-PARTING

Day-parting defines the scheduling of digital signage content to be displayed at particular times throughout the day. In the past, day-parting has been complicated and difficult to manage, but it is one of the most important benefits of digital signage. Being able to easily change content in real time to communicate to specific audiences is critical in today's business environment. Splitting the day into smaller segments allows organizations to display relevant information to match a typical customer profile for a specific time of day.

For example, a retail bank branch can use digital signage to promote mortgage loan products and services from 8 and 11 a.m., the prime time for corporate employee traffic. Between 11 a.m. and 2 p.m., the bank branch can display advertisements targeting retirees on midday personal errands. Digital signage creates a better messaging system to more closely match an organization's business needs and opportunities. To develop a baseline for a day-part schedule, you can evaluate customers' buying patterns against common day schedules, such as start of the workday, lunch, and dinner timeframes.

Screen and Player can run 24/7 or can be scheduled go into sleep mode and wake up automatically ( to save energy and wear & tear).





# CREATING, MANAGING, AND DEPLOYING CONTENT

Many sources of content exist for digital signage. Some content can be reused without modification for display through a digital signage network, further increasing the reach of existing content originally created for other delivery mediums-and thereby extending the effect of existing content to allow employees or customers in dispersed locations to receive important information. This scenario can lead to greater brand loyalty and product awareness, better and more informed employees with a better sense of “connectedness”, and more effective marketing and communications.

Although using preexisting content is a good starting point, it is no substitute for creating new content that is focused and tailored to the specific environment where digital signage is located. Many organizations use external marketing agencies to create content that is more relevant and influential. There is an Emergency broadcast message override function available.

# ADVERTISING

National, regional and local segments house advertising revenue for digital signage networks. An advertiser’s ultimate goal is to promote products and instigate purchases. Digital signage advertising fulfills this objective by running content on digital networks frequently found in settings where products and services are near and consumers are in active purchase mode.

# DIGITAL SIGNAGE CONTENT SUBSCRIPTIONS

Digital Art Signage offers Daily, Weekly, Monthly or Seasonal content update services. Request Quote based on specific clients’ needs.



TEA					
	HOT (12oz)	Cal	HOT (16oz)	Cal	ICED (20oz)
HOT TEA	2.45	0	2.95	0	3.65
MILK TEA	1.85	168	2.25	252	3.15
HONG KONG STYLE MILK TEA	2.95	195	3.25	280	4.15
HONEY LEMON	2.25	45	3.45	55	3.95
LEMON TEA	2.25	0	3.45	0	3.95
HONEY LEMON TEA	2.95	45	3.45	55	3.95
CITRON HONEY TEA	2.95	70	3.45	105	3.75
SHAVED ICE					
	CUP (Small)		MEDIUM		BOWL (Large)
MIXED FRUIT	4.75	250	6.50	350	12.50
MANGO	4.75	150	6.50	225	12.50
RED BEAN	4.75	400	6.50	550	12.50
GREEN TEA	4.75	370	6.50	450	12.50
SMOOTHIE					
					(20oz)
LYCHEE - MANGO - PASSION FRUITS - SESAME - STRAWBERRY - TARO					4.45

\*All prices are without tax

## OUR CLIENTS



**FREE QUOTE**

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