

# DIGITAL SIGNAGE OPTIONS: A HELPFUL GUIDE

Digital signage is a fantastic way for businesses to get content out to their customers. Whether it is advertising a product, presenting information, or communicating with customers and employees, digital signage can prove a valuable tool that can be made to suit the needs of almost any business.

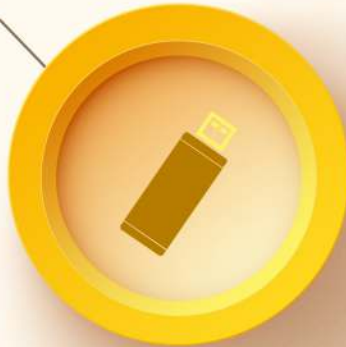
## OVERVIEW OF DIGITAL SIGNAGE OPTIONS

Digital signage is made up of three major categories:

- Content management software
- Digital signage players
- Displays

### LOW-TECH DIGITAL SIGNAGE OPTIONS

There are not many low-tech options available for digital signage, nor is there much wiggle room concerning features and uses. USB sticks, DVD players, and computers all fall within this category.



### CONTENT MANAGEMENT SYSTEMS

Content management systems come in two general forms, which are on-premise and cloud-based.

**On-Premise:** Of the two types of systems, on-premise is the more complex of the two. It is targeted towards highly specific needs and niche situations. It also requires a far greater understanding of the software involved, which means in-depth knowledge or a dedicated IT department.

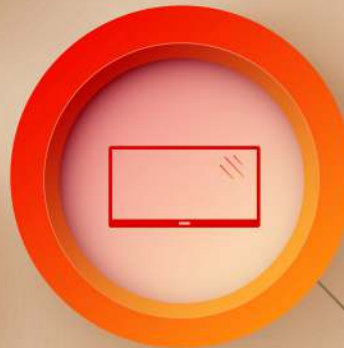
**Cloud-Based:** Cloud-based systems rely on "the cloud" and are managed entirely over the internet. They do not require an in-house server and are much easier to set up and use. This option provides ready-to-use services and takes a lot of the effort out of setting up and managing digital signage.



### DIGITAL SIGNAGE PLAYERS

Digital signage players are the hardware link between digital signage software and display screens. They come in many different types, but the main difference between them lies in the internal makeup. While the specifics are not terribly important when making your decision, the broad strokes are vital.

Intel and Android are two examples of different types of digital signage players. There are also those that do not bind to any particular platform and can be used with almost any device.



### SCREENS OPTIONS FOR YOUR DIGITAL SIGNAGE NEEDS

Consumer screens or professional displays? This is the first question to consider when thinking about which screen is right for you.

#### Consumer Screens

- They are only meant to run for around eight hours a day
- They are designed for landscape usage
- Their warranties do not cover inappropriate or commercial use

#### Professional Displays

- Are designed to run 24/7 without problem
- Can be mounted in any orientation
- Are covered under warranty for the above conditions and commercial use

### DIGITAL SIGNAGE SOFTWARE

It is time to discuss the different software providers. There are a massive number of service providers, both for on-premise and cloud-based systems, and each has its own set of features. In this article, we will take a closer look at:

- DigitalSignage.com
- Screenfluence Digital Signage Software
- Yodeck Software



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