

CHOOSING DIGITAL SIGNAGE SOFTWARE

The popularity of Digital Signage has grown by leaps and bounds over the last few years.

Here's why:

Flexibility: Digital signage is more flexible than traditional signage. Instead of one static message you can rotate through as many messages as you want.

Less Expensive: Digital signage is less expensive over time because you don't have to reprint everything every time you change your message.

Dynamic: Digital signage is more dynamic because the ads and information on digital signage can change every day, every few minutes, or even every few seconds. You can also show multimedia such as video and audio. This motion and audio draws a lot more attention than just static words and pictures.

So how do you choose your Digital Signage Software? Let's look at some of the factors to consider.



PROPRIETARY VS STANDARD DIGITAL SIGNAGE SOFTWARE

The first decision you have to make is do you want a proprietary system or a more standardized software system?

A proprietary digital signage system is a package of custom hardware, monitors, software, and operating systems that have been built for digital signage – so they are designed for just that one purpose and cannot be used for other purposes.

Standard digital signage software is software that runs on common operating systems like Windows and uses standard computer hardware and monitors.

So here's the differences.

For the proprietary system, you have to learn whatever operating system they have created for this because it's custom – not something you've seen or used before. It can be sometimes quite clunky depending on how good the company is that has designed the software. The system's only use is for digital signage. It can't be used for anything else. And, because the hardware is specially designed for this, the hardware has a limited value at the end of its life.

With a standard software based system, you're working with an operating system you already know such as Windows. When your computer equipment is not in use as digital signage they can act as normal computers.

The nice thing about Windows-based digital signage software is you can try before you buy whereas if you have installed a large expensive proprietary digital signage system in your facility, you're stuck with it. For the software based system, the hardware at the end of life when you upgrade to new hardware has the same value as regular computers and monitors.



WHAT DIGITAL SIGNAGE SOFTWARE FEATURES DO I NEED?

The next thing to look at is “What features do you need?” Here are a few questions to consider:

1. “Are you showing your content this on a single screen or multiple screens?”
2. “Do you need to be able to display different signage on different screens?”
3. “Do you need to schedule your ads based on variables like time of day?”
4. “What formats of ads and signs do I need to show?” You've got to make sure that whatever software you're using can show these formats. Are you showing just static information or photos, videos, RSS feeds, etc.?
5. “How good is the digital signage software company's support?”

With any software, the support is critical. Here is one of the tricks I use is whenever I'm thinking of buying software. Before I buy I'll send in a couple of support tickets with real questions about the software to see how responsive they are. Did they get back to me within one business day, a week,

or two weeks? If they're not getting back to me for two or three weeks then this is probably not a company that I want to work with because if I have any trouble, I'm going to be stuck waiting for weeks for solutions to the digital signage system problems.

You want to look for digital signage software that's used by many others so you know it will continue to be supported and updated. And it is a real advantage if they'll let you try before you buy.

You want digital signage software that makes it easy to add and manage content. It is even better if it works with other software you are familiar with.



RECOMMENDED DIGITAL SIGNAGE SOFTWARE – IPOINT

The software we recommend is [iPoint](#). Here's why:

1. **Windows:** iPoint works with the Windows Operating System so this software works on any Windows computer and monitor.
2. **PowerPoint:** iPoint also works with PowerPoint. So it is easy to use because it's an interface people are already familiar with. This digital signage software handles a wide range of formats including PowerPoint templates (which are readily available), images and graphics, text, audio, and video.
3. **Total Control:** You can control multiple screens, you can display different messages on each screen, and you can offer in-depth scheduling. If you are planning your Christmas Sales messages in October but don't want to interfere with Halloween promotions you can have all your Christmas messages preloaded so they will automatically start on November 1st, the day after Halloween.
4. **Data Connections:** iPoint works with PowerPoint and their optional [PowerPoint data plugin](#) lets you connect to data streams such as web, news, weather, RSS feeds, and data files. This means that your content will continually be updating. So you can set it and forget it. If you want to show weather in your coffee shop, a news and news ticker, your digital signage will automatically be updating every day.

5. **Used By Top Companies:** iPoint is used by companies such as Boeing, Microsoft, Sony, IKEA, e-Bay, NASA, and many others. iPoint offers a 15 day free trial so you can test its capabilities on your own computer.

A few of our clients:



For more information, visit: PresentationPoint.com.