

Digital Signage Guide

As the name implies, Digital Signage is the digital delivery and display of information that might otherwise be printed. Digital Signage has many advantages over printed media:

- No printing costs
- Immediate delivery
- Includes compelling video and audio content, images, live programs
- Remote setting, control, and scheduling
- Emergency Alerts

Display

Large screen TV's are today inexpensive. 40-inch displays are under \$200 and 50-inch displays are well under \$300. Projectors have similar price points and can be used for signage in larger venues. Virtually all displays accept a standard HDMI input.



Commercial-class displays are more expensive but have a longer life, while consumer devices may not last if they are used 7 x 24 for signage use.

Discover Video SignStick®

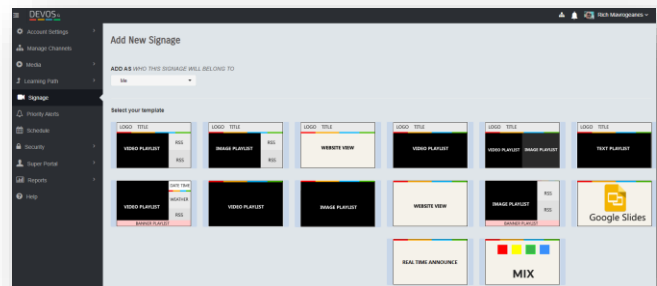
The SignStick is a small device that connects to any TV or monitor via HDMI. It connects to your digital network via physical Ethernet or via built-in WiFi.



You configure the SignStick with your server address and the unique code that represents your sign.

Devos Signage

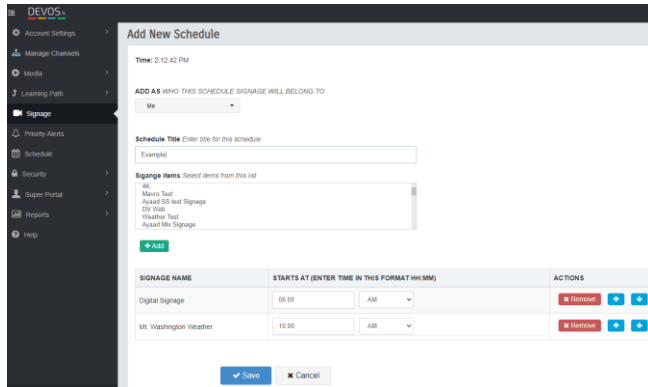
The Devos server presents a simple way to create your sign using any available template. Templates may display a "playlist" of videos or images. For example, your might use the full screen video template and create a sign called "Sign One" that plays your video1, video2, video3, repeat. Create another sign called "Sign Two" that plays a live stream. Create another sign called "Sign Three" that displays a series of images, and create "Sign Four" that displays a public web site page. You can even use Google Slides for your Digital Signage and call it "Sign Five" and so on.



Each sign has a unique code. Simply put that code into the desired SignSticks and the sign is displayed. Edit the sign in Devos and any SignStick using that code reflects the changes.

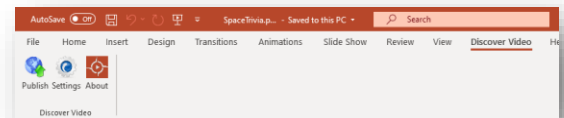
Schedule

Now that you have created several signs, you may wish to use them in a daily schedule. For example, show the morning schedule from 6AM to 11AM, then the lunch schedule from 11AM to 1PM. Using the Devos Digital Signage Schedule, pick the sign you wish and the time for it to be displayed. Enter the Schedule code in your SignStick and your signs will be displayed per your schedule automatically. Edit the schedule or change time, add or change a sign, as desired.



Custom Signage

You don't have to learn a new authoring tool or use complex custom commands to create a Digital Signage display of your choice. You can easily create dynamic, fully custom Digital Signage using the free DiscoverVideo PowerPoint Addon. Author a presentation that is as simple or complex as desired. Simple text and images, or with embedded video, audio, animations, etc. Select Publish and your PowerPoint is converted and uploaded to the Devos system as a video that you can include in your Digital Signage display.



Priority Alert

SignStick supports Emergency Communications using the DiscoverVideo Priority Alert feature of Devos. By simply pressing a button, one, some, or all Digital Signage displays can be interrupted to display a recorded video, a live video, a text message, or a web page. At the end of the alert, the signage returns to its prior state.

Set Top Box

The DiscoverVideo Set Top Box displays live and on-demand video that you may select using a handheld remote control.

You can easily display any video, including one created using the above PowerPoint Addon, by including it in the list of videos available to a Set Top Box.

You can also simply connect a SignStick to a Scorpion encoder to produce a live stream where the content is the Digital Sign that would otherwise be displayed directly on a TV monitor. Because the Digital Sign is now a live stream, it can be displayed on any number of TV's and players.

