DIGITAL SIGNAGE BEST PRACTICES GUIDE

BEYOND THE ROLLOUT- UNDERSTANDING ROI, METRICS, AND BEST PRACTICES, FROM SUCCESSFUL DIGITAL SIGNAGE AND DOOH DEPLOYMENTS

• RETAIL APPLICATIONS
• CONTENT MANAGEMENT
• NEW DISPLAY TECHNOLOGY
• INTERACTIVE SYSTEMS
• CREATING NATIONAL NETWORKS

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Advertise, inform and entertain with digital signage – the hottest medium for reaching your audience.

Working with a national dealer network, Christie collaborates with you to design, build, deploy and monitor a solution that's right for you. We'll help you select and design your displays and integrate your systems. We’ll even deploy your digital signage solution and continue to monitor and service your hardware so you’re always ‘on’. The world’s leading Fortune 1000 companies do business with Christie, so you’re in good company.

Visit us at christiedigital.com/dsguide to learn more.
CHRISTIE: DESIGNING, BUILDING, DEPLOYING, AND MONITORING
SUCCESSFUL DIGITAL SIGNAGE SYSTEMS

By David Guthrie, Christie

Christie has been very successful introducing great displays (like the award-winning MicroTile) into the digital signage market, and, in fact, has been well known in the larger AV world for decades as the leading manufacturer of video projectors — for everything from 3D and virtual reality to the big projectors for commercial movie theaters all over the world. But digital signage is not just about great displays. Creating the strategy for a digital signage rollout, designing the solution, and specifying and installing the gear are many pieces of the puzzle that have to fit together perfectly for a successful deployment. Yet as the digital signage industry has evolved now beyond the nascent stages, it’s far from mature, and too often digital signage providers are either too narrow in their offerings — providing only displays, or only content software, for example — or too broad, promising to do it all and resulting in less than robust deployments. Either approach can be problematic.

In today's market, successful deployment of a digital signage solution is best done by a company that has technical depth and breadth to drive the project to completion — but also avoids vague "turnkey" promises that they can't deliver.

As an 80-plus-year-old company, Christie Digital is one of the pioneers of visual communication. One of their most recent display products is the award-winning MicroTile, for digital signage.

We act as a digital signage integration consultant for the end user to help get the digital signage project started. This might include a site survey, solution design, procurement of hardware and software, and then pre-staging of that hardware and software. We help define the customer’s end-state objectives with regards to their digital signage deployment. We then organize these objectives by their elemental components and develop strategic plans for the following: sourcing, staging, integration, logistics, deployment (including installation), and, last but not least, how to best support the deployed digital signage network. But we do this knowing full well that the best digital signage rollout team aggregates expertise from multiple disciplines. In addition to our own extensive national dealer network providing support, Christie has strong, established partnerships with the top digital signage content management and software providers.

Specifically, the entire process for a successful digital signage roll-out involves the following:

Successful deployment of a digital signage solution is best done by a company that has technical depth and breadth to drive the project to completion — but also avoids vague “turnkey” promises that they can’t deliver.
DESIGN
Your first step is defining your digital signage objectives, i.e., what is your message and how do you want to deliver it to your intended audience. Christie consultants will review your objectives and proposed display environment to help you decide what type of content management, software, and hardware solution is right for you based on your goals, challenges, and budget. Then we’ll help you find the products and services that meet your needs today and will grow with your business in the future.

BUILD
There is currently a broad range of digital signage choices in the market and more are being introduced at a rapid pace, including projectors, flat panels, Christie MicroTiles, LCD, LED, mounting brackets, embedded operating systems, remote configuration, connectivity choices, and storage options. Christie knows how to use the hardware and software that’s available in the market to create the digital signage display network that’s ideal for your rollout.

DEPLOY
The next phase is getting your digital signage application up and running, and then making sure it stays that way. Christie can project manage the installation of the hardware and software you’ve chosen and test it to make sure it works just the way you intended it to. But the solution doesn’t stop there. It’s one challenge to create the content and specify and install the gear, but then how do you keep it all running? How do you ensure that servicing of the system is flawless and fast, while creating an end of life strategy? Deploying digital signage is one thing, but the continuity of quality and performance going forward is another. That’s where Christie’s Managed Services come in.

MONITOR
Christie specializes in post-deployment services such as 24/7/365 support, monitoring, and software updates. Christie’s U.S. Network Operation Center (NOC) offers 24/7/365 monitoring, technical help desk and configuration management and preventive servicing, as well as on-site emergency response. The program serves hundreds of organizations in the cinema and other industries.

Rave Motion Pictures, the fifth largest chain of movie theaters in the United States, has more time to focus on innovation in cinema technology, optimizing seating plans, and other operational aspects, resulting from a services alliance with Christie Managed Services (CMS). A longtime user of Christie projectors, Rave is now entrusting CMS to service its entire Lobby Entertainment Network (LEN).

“As a large and decentralized operation, we were having a hard time finding a good outsourced provider for our digital signage needs,” says Brad Wardlow, vice president of operations for Rave Motion Pictures. “We have 61 locations in 21 states, and all too often outages resulted in inoperable displays in the common areas of our lobby and concession spaces, with the resultant repairs being expensive and taking a long time to complete. We needed a worry-free solution so we could concentrate on our business, which is to deliver a total theater experience to our movie-patron customers.”

In addition to movie projectors, Rave provides a Lobby Entertainment Network (LEN) air show display over concession areas, more than 500 digital menu boards, LED wayfinder signage, and extensive LED signage in its box offices. A previous provider had often used distant, non-local technicians, causing high travel and accommodation costs and longer time frames to service and support these products. In contrast, CMS created a one-stop, manageable strategy that addresses ongoing preventive maintenance as well as immediate attention to any problems.

“This solution makes total sense for us operationally, financially, and aesthetically,” says Wardlow. “The only question we have been asking ourselves is, ‘Why did we take so long to make the decision?’ We’re getting faster service and more preventative/proactive management of our signage program — all at lower costs.”

“Christie and Rave collaborated to identify sites, create inventories of assets and to develop a more planned, life-cycle approach to managing these assets, versus a reactive approach to emergencies,” says Sean James, vice president, Christie Managed Services.

“The CMS approach is to provide a support strategy that minimizes the amount of downtime and expense associated with deploying the technology cinema owners want to use. By leveraging our technology and national networks of people and parts, we are able to significantly improve the availability of displays and projection systems.

With expertise developed over 80 years serving the cinema industry, Christie Managed Services works with each customer to deploy, monitor, and support their commercial displays. Christie’s U.S. Network Operation Center (NOC) offers 24/7/365 monitoring, technical help desk and configuration management and preventive servicing, as well as on-site emergency response. The program serves hundreds of organizations in the cinema and other industries.

Rave Motion Pictures is the fifth largest U.S. domestic circuit by box office gross and number of screens. Since its founding by Thomas W. Stephenson, Jr. in 1999, Rave Motion Pictures has been dedicated to enriching the movie-going experience for audiences across the country. Rave Motion Pictures has set the industry standard for customer service and comfort and is a pioneer in the adoption of current digital and 3D technology and a leader in alternative content programming from live sports to concerts to opera. For more information, visit www.ravemotionpictures.com
port (service desk and remote monitoring of deployed equipment) and ultimately with on-site service that includes expert technicians and spare parts management. The Christie Network Operations Center (NOC) can remotely monitor your installation and report on maintenance requirements before you’re ever aware that there could be an issue. We can manage parts replacement and come right to you for service, maintenance, and repairs. That means reduced downtime and reliable, round-the-clock support for your business. And note that while Christie does have our own best-in-class display technologies such as MicroTiles and digital projection, our Managed Services strategy has been built based on a hardware and technology agnostic approach. It is available for almost any digital signage system that includes displays, media players, software, infrastructure cabling, and mounting solutions, as well as a multitude of the associated items that allow these networks to operate efficiently and reliably.

As an 80-plus-year-old company, Christie is one of the pioneers of visual communication. We now have employees in 16 countries around the world. We’ve been recognized as innovators in the world of film projection and the development of digital video projection for education, broadcast, corporate environments, advanced visualization and simulation environments, and, in more recent years, pioneers in the digital cinema revolution. Digital signage and DOOH is but the latest extension of the market shift toward providing great content, in HD, to shoppers, commuters, students, and workers on the go. And Christie is at the forefront of the revolution. Not just with great display products, but with the integration and deployment skills necessary to ensure an installation is as vibrant for years after the rollout as it was on the opening day.

David Guthrie (David.Guthrie@christiedigital.com) is the director of sales and business development for Christie’s Managed Services (CMS) division. CMS provides outsourced managed services and solutions, which include a 24X7X365 Network Operations Center (service desk and remote monitoring), deployment services (sourcing, integration, staging and installation), and post deployment services (on site services, parts support, logistics, and life cycle management). Primary industries of focus for CMS’ services are entertainment, cinema, broadcast, education, digital signage, simulation/immersive, medical, and corporate venues. Prior to joining CMS in 2009 Guthrie spent almost 22 years in the outsourced supply chain and managed services industry working for large brand companies like DHL (formerly Airborne Logistics Services) and FedEx Supply Chain Services. Over the course of his career Guthrie has worked with some of the most recognized brands in the world (Dell, HP, Apple, Intuitive Surgical, Cisco, Unisys, NCR, Exxon, AMC Theaters), developing and implementing outsourced logistics and managed services strategies with a focus on “high availability” mission-critical environments. For more information: www.christiedigital.com