

## Digital Signage

### Communication “à la carte”

Digital Signage is a technological solution designed to manage static or audiovisual content on screens placed in public areas. The system can be used to present simple information - for example, digital signage that shows directions guiding delegates to a conference room - through to more complex material, such as news, weather, timetables, promotions, web pages and even TV programmes. Content creation and distribution is managed by the back office via a web based interface. The ease of use and versatility of the system makes it unrivalled in use in hotels, conference centres and waiting areas worldwide.

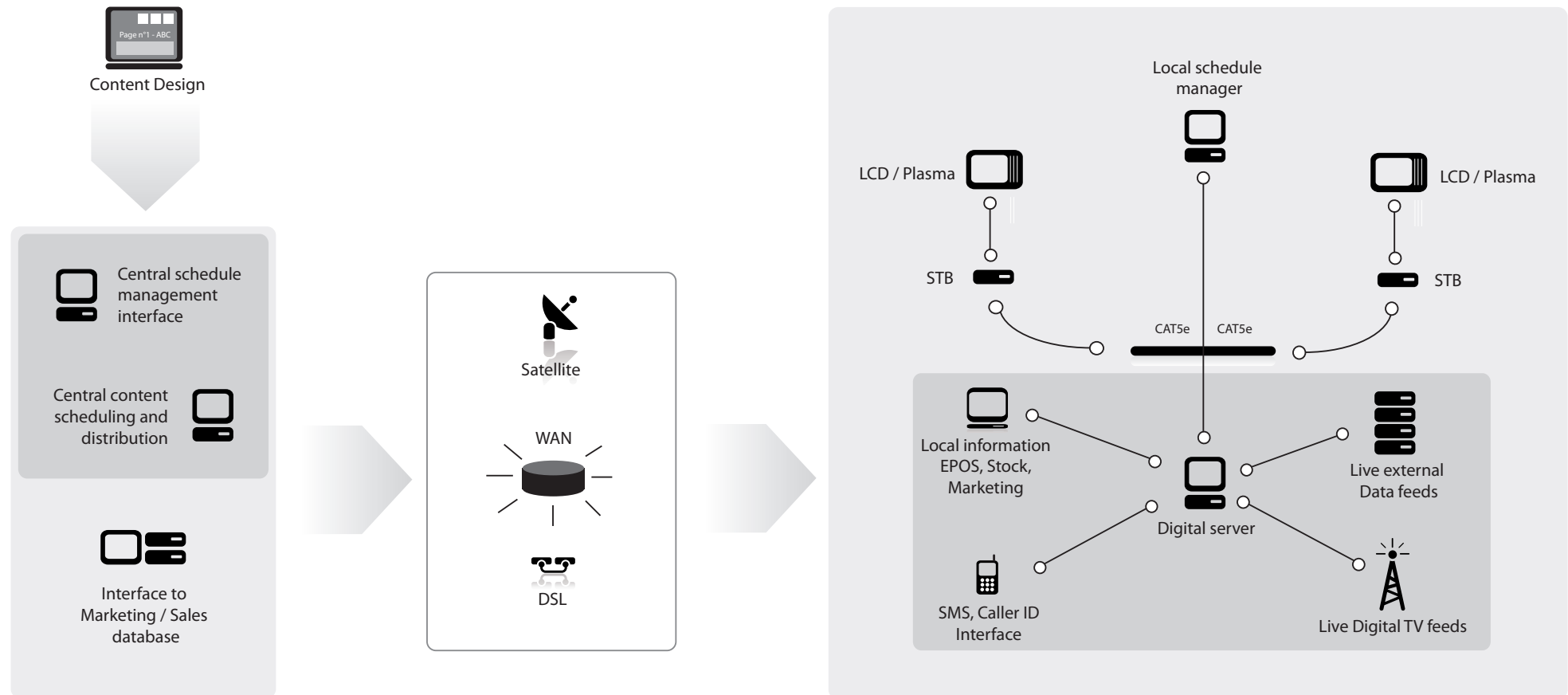
### Signage by VDA

Signage Power by VDA offers a Digital Signage solution that is among the most comprehensive on the market. The system consists of a server connected to the hotel network with a small interface box located next to each TV. Power Signage is able to use television projectors, LCD, plasma TV or PC monitors of any size and brand as terminals. The system is integrated with the PowerTV platform and builds on VDA's years of experience in interactive television.

### WHY DIGITAL SIGNAGE

- For the creation of perfect dynamic signage that displays ephemeral information such as agendas, timetables etc.
- To increase brand and chain awareness.
- To promote hotel facilities or specials.
- To provide useful information in waiting areas (news, stock quotes, weather).
- To reduce a reliance on and the cost of paper.

## How it works



### What content can be managed

- Information (News and Events, Weather, Finance etc.).
- Hotel messages to customers, both with fixed and sliding texts.
- Advertising.
- Promotional video on the hotel chain, hotel facilities etc.
- TV programmes.
- Music.
- Photographs.
- Animation, also with Flash technology.
- Internet pages, PC screens.