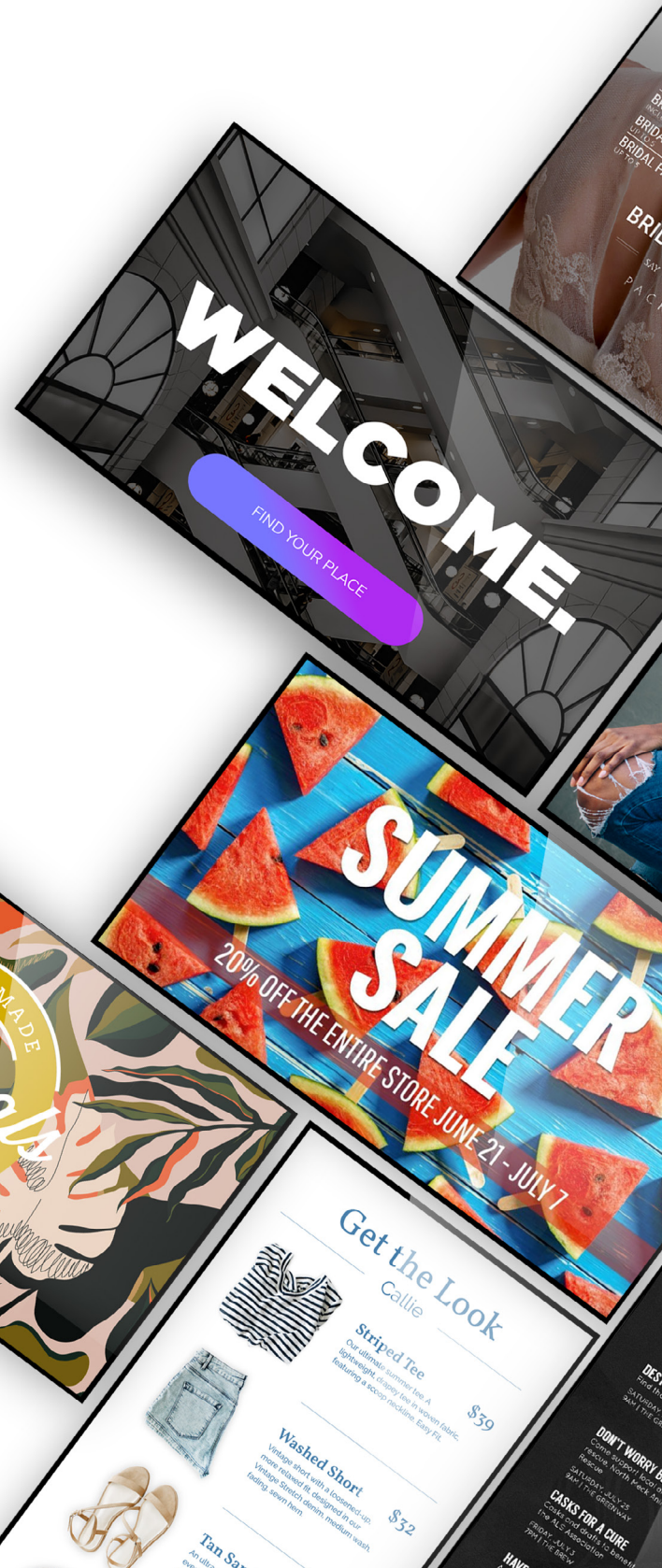


# DIGITAL SIGNAGE IN THE PRINT WORLD



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## COMPLEMENT YOUR BUSINESS WITH DIGITAL SIGNAGE

To stay competitive in today's visual world, Digital Signage is a sure fire way to captivate your target audience. By providing impossible to ignore visuals that engage your customers, you are able to Elevate the Customer Experience, and as a result, drive sales and increase client satisfaction. It's that simple.

### DIGITAL SIGNAGE: DEFINED

Digital Signage is exactly that – signage displayed on a digital screen. In lieu of traditional print advertisements, menus, posters or signs, digital content is displayed on high-definition screens. This content is driven to the screen from a media player much in the same way that your cable box or streaming device is connected to your TV at home. The media player stores the content with software that determines how content is displayed on the screen.

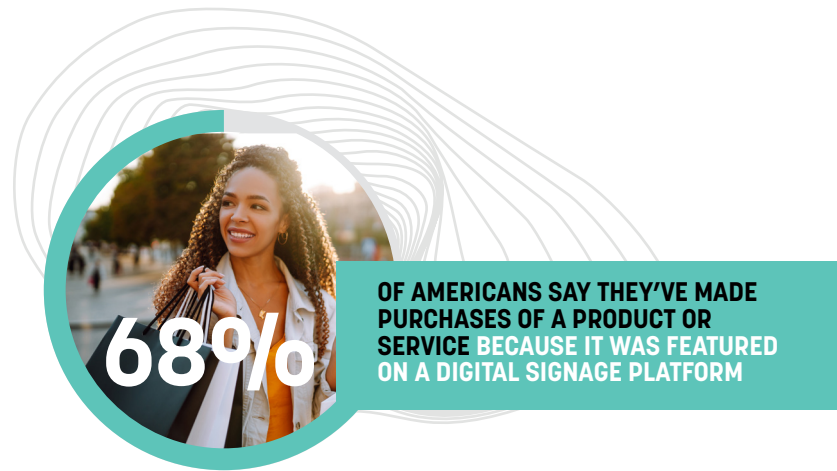
### THE CENTER OF ATTENTION

Humans are visual creatures by nature. No matter where we are, screens always demand our attention. Just think about how much most of us interact with our smartphones throughout the day. But even the constant pull of your phone is no match for the irresistible appeal of Digital Signage. It's one of the few mediums that can actually divert our attention away from our hands. Digital Signage is vital to stay relevant in today's commercial environments.

### CRYSTAL-CLEAR CONNECTIONS BETWEEN BRAND AND CONSUMER

From smartphones, to computers, to TVs, we spend hours a day looking at our screens. It's necessary, if not addictive. Just try to not look at the bright displays of a public screen. We bet you can't do it. It's just a fact that we love to stare at digital screens, and stunning graphics demand our attention.

Why not leverage the natural lure of Digital Signage to connect with your customers? When used in a business setting, Digital Signage is a clear connection between you and your audience.



### SOLUTIONS FOR THE PRINT INDUSTRY

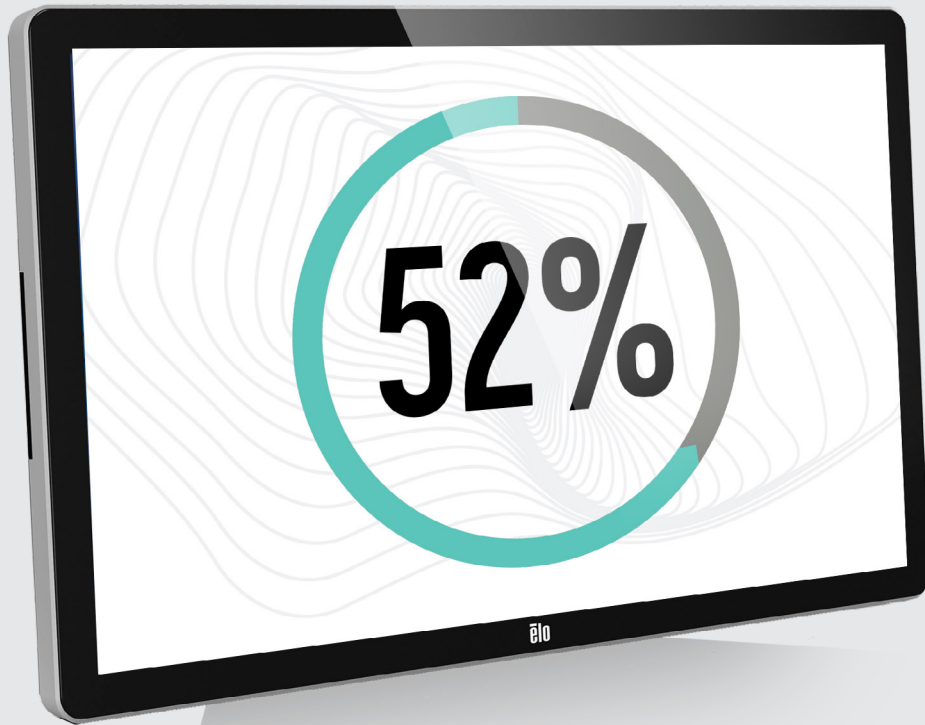
Digital Signage is the perfect complement to businesses operating in the print industry. By expanding your portfolio to include Digital Signage, you deliver an innovative way to add greater value to your existing print offerings. After all, your business is already successful at creating and bringing to life content; why not extend that strength to both print and digital formats.

### ADDITIONAL SOLUTIONS FOR YOUR CUSTOMERS

Incorporating Digital Signage solutions into your offerings diversifies your portfolio and complements your core print offering. With Digital Signage you have another opportunity to do more for your customers while leveraging the content you currently produce. Providing this additional medium is an effective way to help your customers run and grow their businesses. Adding this tool to your toolbox enables you to say yes to more of your customers' requests.

### PREDICTABLE & STABLE REVENUE

Integrating Digital Signage content into your offerings provides you with a recurring revenue business model to improve the predictability and stability of your business. There's no such thing as a "one run and done" assignment, helping ensure repeat business. The more your clients look to you as a single-source solution for both print and digital needs, the more they count on you long-term.



**52% OF SHOPPERS RECALL SPECIFIC CONTENT ON DIGITAL SCREENS, MAKING IT THE STRONGEST IN-STORE MEDIUM FOR MESSAGING RECALL**

### **INCREASE COMPANY VALUE**

Recurring revenue lends itself to business scaling. Diversified offerings provide you with an additional reason to contact your clients, and the nature of Digital Signage content creation becomes an ongoing reason to stay connected long after the initial sale. By adding Digital Signage, you provide another channel by which your clients can promote, inform, entertain and inspire, all of which results in increased sales for them and for you.

### **IT ELEVATES THE CUSTOMER EXPERIENCE**

Today, the Customer Experience matters more than ever.

Your customers have more options than ever before – and with the abundance of social media outlets, more ways to express their level of satisfaction with your business.

Tech-savvy consumers demand a more interactive and immersive experience. Digital Signage brings those elements in, and it is essential to your business if you want to make a lasting impression on your customers.

### **DIGITAL SIGNAGE DRIVES RESULTS**

Newer technologies have made Visual Solutions more affordable than ever. Now is the time to expand your portfolio and incorporate Digital Signage into your business model.

Set your business apart from the rest. Make a positive impact on the Customer Experience with Digital Signage.

## **INTERESTED IN LEARNING MORE ABOUT MOOD'S DIGITAL SIGNAGE OFFERINGS?**

### **CONTACT US**