

Digital Signage



Digital signage provides an effective communication method to reach a target audience with messaging that is specifically tailored to the audience's interest. Digital signage dynamically delivers targeted messages to electronic displays in specific locations at specific times. Because the messages are electronic, they can be updated remotely without modifying the physical signs. Digital signage is used by many organizations for businesses showing corporate communication to employees or customers, universities looking to promote activities among the study body, doctors' offices telling their clients about new procedures, airports displaying plane information and many other applications.

COLAMCO can help you find the right solution for your unique organization's needs utilizing the many features of digital signage. Using digital signage in your organization will allow you to keep your messaging up to date and relevant and taking advantage of the benefits of real-time content through audio, video, and static or dynamic imagery.



Customers will realize the following benefits:

Inform customers - provide information to your customers about your current products and services

Sell advertising - offset operating expenses by selling advertising to third parties that complement your business and provide value to your customers

Enhanced customer experience - help customers deal with long waits in offices or provide information to customers

Decrease cost of traditional signage - avoid unnecessary costs of designing, printing and distributing print materials

Manage content in real time - update your messaging as frequently as you want with easier to use software and monitoring

Enhance and reinforce brand image - providing messaging to your customers to keep your brand in the forefront of their minds



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