

What is Digital Signage?

It's visual, it's green, and it's more affordable than you can imagine

It's Visual – imagine a client walking into your corporate offices and instead of welcoming them with their name on a boring piece of white paper taped to a board, they see their company logo and name displayed on a 50" flat panel with a special welcoming message. Or you could also reduce perceived wait-times by displaying healthy lifestyle tips in waiting rooms. Display real-time stock data, weather, daily specials, sports scores, and maps, anything you can think of.



It's Green - When using highly efficient LED monitors - which use very little electricity (kw/h) - the cost savings in paper, fuel (transportation), water and other factors, makes digital signage a much more sustainable product than traditional ink and paper signage. A 50" LED display can run 24/7/365 and cost less than \$60 a year.†



It's Affordable – Image Genesis has partnered with 1080dots in the Netherlands so provide our clients with a hardware/software solution that is nearly half the cost of the next most affordable solution. If you have your own Marketing department that can create content we will show them how to update content. If you are a small business without a marketing staff our graphic designers can put content together for you!



† Sony 50" LED Flat Panel (Model KDL50R 450A):

$$55 \text{ Watts} \times 24 \text{ hours/day} \times 365 \text{ days/year} \div 1000 = 482 \text{ kWh} : 482 \text{ kWh} \times 11 \text{ cents/kWh} = \$52.99/\text{year}$$

Image Genesis is the exclusive distributor for 1080dots in the United States. Images uses above are actual implementations of graphics and flat panels created and used by our clients.