



Maximize ROI for Digital Signage with 4G LTE Connectivity

Static Advertising is a Dying Medium

Today, it's more challenging than ever for retailers to grab audiences' attention. Digital signage can help. In fact, the digital signage market is projected to grow an astounding 8.18%—year over year—through 2020. While Internet-connected digital signage opens up a host of new and exciting possibilities for marketing and sales, the key to making the investment profitable is timely, targeted content delivery.

Solution

With 4G LTE, retailers can deliver content easily and remotely, increasing revenue and reducing overhead. Instead of a one-size fits all approach, Internet-connected digital signs lets retailers utilize different creative presentations from store to store, or even from customer to customer. With the ability to update signage remotely and frequently, retailers can innovate faster, test ideas with less investment, and stay ahead of the pack.

The Connected IO family of 4G LTE programmable modems and routers are ideal for digital signage. With Wi-Fi-enabled signage, retailers can stream live video, transfer large file sizes, and even offer a hotspot for customers.

Advantages

With 4G LTE, retailers can manage a single wireless network, connecting their digital signage installations worldwide. Firmware updates, security patches, and configuration changes can be rolled out in mass, and IT teams can rest assured that all network devices are properly configured and operating uniformly.



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