

Digital Signage is the new player ►



Digital Signage is expected to grow in the millions of units over the next five years according to a “Special Report on Digital Signage” by SignMedia. The cost of entry is shrinking with hardware costs continuing downward substantially with all in one plug and play units surfacing. Digital signage is effective, easily changeable - with content specific to a store or demographic area. It is here to stay and sign businesses that do not embrace it will be left behind as the science of consumer behaviour and our ability to manage it becomes even more and more technical.

Our clients are front running retailers in the Canadian marketplace and as such they demand creative solutions that are cost effective and targeted. Everyone’s interest is in increasing sales by enhancing customer convenience through the provision of information and content based systems. Systems that educate and inform the customer in a non-invasive and fluid fashion. Retailers want their sign programs to function in a relevant and functional manner that ensures continuity and effective promotion of brand.



In 2010, The Beer Store converted their Stouffville location into a test environment for Digital Signage. They asked Signs of Change if we could implement a Digital Beer Wall that would feature real-time pricing, highlight sales and new items, and even integrate Flash-based multimedia advertising. Could we do this? Certainly! We were eager to take on this challenge - Signs of Change already had a head start, since we have been handling the Beer Store’s printed pricing displays since 2005 with our custom software solution, PTOS (the Price Ticket Ordering System). We drew on our extensive resources and came up with an end process that is light, simple and the changes flow directly from PTOS with no extra work on the part of the customer.

Signs of Change is now in the Digital Signage market. Our first foray is a big success. Our scalable, secure, and rock-solid reliable systems are now running full time in a live retail environment. And we did it all in-house! If you’re in Stouffville, check it out - and maybe pick up some beer on sale while you’re at it.

For more information, visit us at: www.signsofchange.com



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