

The 10 commandments of Digital Signage (for System Integrators and Commercial AV Providers)

1. Thou shalt not treat Digital Signage in isolation. Digital Signage is one of a number of communications devices such as emails, websites, newsletters, videoboards, posters, TV, radio, etc., each of which have strengths and weaknesses to maximize communications ROI. The strength of Digital Signage relative to other such devices and how it might interface and leverage for best results shall always be considered.
2. Thou shalt integrate Digital Signage with other communications approaches, taking advantage of Digital Signage strengths and leveraging brand strategies, icons, and other content materials, while also contributing materials and learnings from Digital Signage application to other communications approaches.
3. Thou shalt be aware of Digital Signage best practices to assure the most suitable application of Digital Signage.
4. Thou shalt not subscribe to “one size fits all” in matching technologies to requirements, but define the technology solution that best meets the defined user requirements.
5. Thou shalt be clear in defining where roles and responsibilities begin and end.
6. Thou shalt not put one’s head in the sand, delivering in silence requested technology not suited to the need or the organizations, for it shall surely fail. But thou shalt speak up to clarify requirements and processes in the best interest of the Digital Signage client.
7. Thou shalt clarify and communicate the value that you bring, seeking to gain fair reward and compensation for each and all areas of contribution in some way, as this will fuel ongoing developments.
8. Thou shalt seek out suppliers with complementary skills and capacities that can improve the value that customers enjoy from their Digital Signage system, and lead in introducing these non-competing talents to the client deployment.
9. Thou shalt be watchful for technologies and approaches that can add value to a Digital Signage deployment and thou shalt introduce this to the Digital Signage user with the intention to clarify the possible value, plan for transition to the improved scenario and continuously serve the Digital Signage users objectives.
10. Thou shalt not be faint of heart considering yourself not suited to Digital Signage, for while information or contact can be difficult to obtain, and sales cycles may be long, somebody is going to win the opportunity to supply Digital Signage, leverage this into other revenue areas and secure a preferred position as a supplier, and with the application of wisdom, tenacity and diligence, and keeping these commandments, it shall be you.

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