



## UP-TO-DATE, RELEVANT, ENTERTAINING

No one cares about yesterday's news. To remain engaging, you have to stay relevant. Integrate real-time content like news, sports results, the weather, etc. from the web easily with easescreen.



## A GOOD START TAKES YOU FAR

First, create a rough content structure to keep the big picture in mind. Then, use the integrated editorial planner to create appealing content with an intuitive drag-and-drop system.



## INTERACTIVE RULES

Even without touch, Digital Signage with easescreen is always personal, and always engaging. Use NFC chips to interact with the screen, personalize content, or grant personal authorization.

## A CLEAR MESSAGE

Every good Digital Signage strategy starts with these questions:

What is my message?

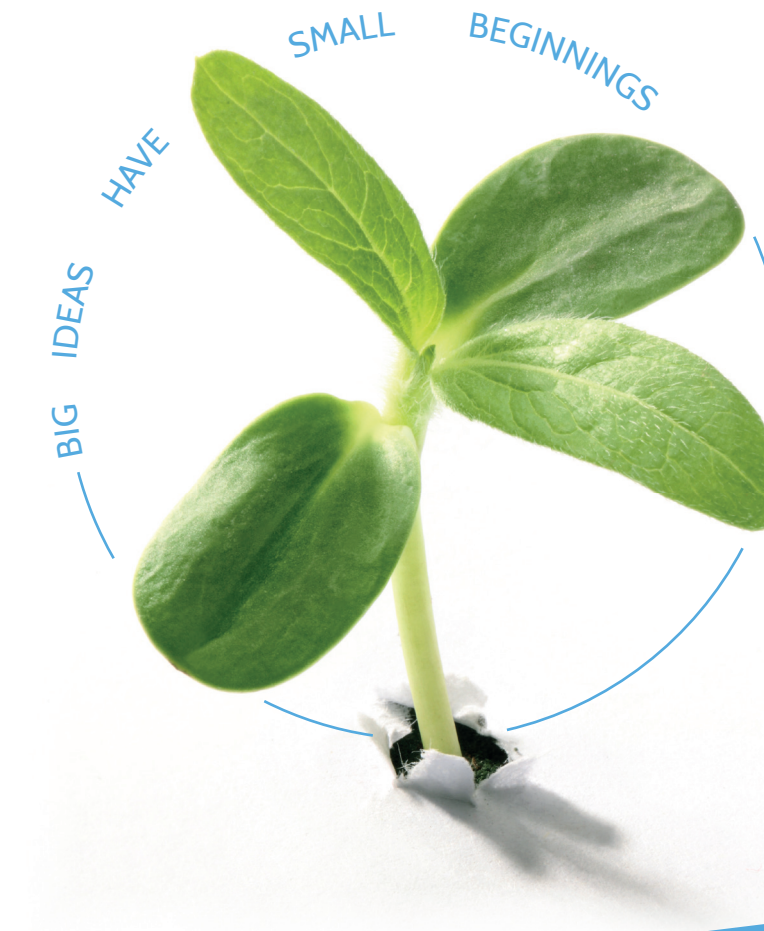


What is my story?

A simple call-to-action is not enough, engage your audience through storytelling instead!

## CREATE EMOTIONS

Use your story to generate emotions. This helps to make your message memorable and positively influences your company's perception and the decision-making process.



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FOR DIGITAL SIGNAGE

## GOOD (!) CONTENT IS KING

Successful Digital Signage is about telling a story that is relevant to your audience.  
Start with questions such as:

- Who is my target group?
- What interests and concerns do they have?
- How can my company/product best serve them?



Then, prepare a good variety of content types, ranging from informational to entertaining, and from fundamental messaging to up-to-date content.

## THE RIGHT DISPLAY AT THE RIGHT PLACE

Only if both display and content are reasonably sized in relation to the viewing distance, the message can get through to the spectator.  
Consider also different relevant viewing angles as well as the necessary brightness requirements



(high brightness for outdoor and semi-outdoor spaces such as shop-windows). Exposure to weather/ high-traffic environments and operating hours determine the necessary durability and features.



If the display is only seen in passing, the content should be limited to the core message and memorable. Use bold colors, animations, and slogans with 10-15 words.



At the Point of Sale (PoS), focus on sales-promotional information like current bargains, promotional prices, bundles, etc.

## PROPER DESIGN

Once you have a clear idea of the story you want to tell, adapt it to the specific display location:



In waiting areas, Digital Signage is both informative and entertaining. This location offers the maximum depth of information with longer content sections, etc.



At Points of Interest (PoI), viewers want to actively search for relevant content. You can achieve this by using a touch display or NFC.



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HQ: Wiener Straße 287 8051 Graz AUSTRIA

### SALES AUSTRIA

Anton-Baumgartner-Str. 125/ 2/ 6  
1230 Wien, AUSTRIA

Tel.: +43 699 10 10 1155  
sales.at@easescreen.com

### easescreen AMERICA LLC

121 Alhambra Plaza, Suite 1000  
Coral Gables, FL 33134, USA

Tel.: +1 (305) 710-5032  
sales.us@easescreen.com

### SALES GERMANY

Tel.: +49 162 109 7102  
sales.de@easescreen.com

### SALES INTERNATIONAL

Tel.: +43 699 10 10 1103  
sales.int@easescreen.com

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Thank you