

# Managed Digital Signage



Digital Media Solutions

**With DISH Network® Digital Media Solutions, implementing a digital signage network has never been easier. Around the globe, enterprises are using digital displays within customer-facing branch or store locations to optimize the customer experience, direct sales lift, and enhance customer and associate communication.**

**DISH Network Managed Digital Signage allows organizations to focus on the message, while DISH Network maintains the infrastructure. DISH Network covers the complex task of implementing and operating the infrastructure necessary to deliver that message.**



## Move Large Digital Signage Content Reliably and Efficiently

With DISH Network Managed Digital Signage services (utilizing patented ActiVia® technology) you can quickly and efficiently deliver content via reliable, scalable unicast or multicast distribution. Through a simple web portal interface, rich content is loaded into the distribution outbox, and bulk transfers are automated and easily managed. Distribution events are set up individually, stored in templates, executed all at once, time-delayed, or programmed for recurrence.

Due to ActiVia's dynamic bandwidth capabilities, which utilize WAN resources more effectively, and the technology's one-to-many architecture, content moves reliably and efficiently across your WAN to edge devices. This highly reliable, redundant customer solution with dedicated receiving devices at each remote location is all expertly managed by DISH Network.

## Turn Network Resources Into a Revenue Generator

With DISH Network Managed Digital Signage, you can deliver high-impact media to any number of displays across the enterprise. Content can include product spotlights, brand promotion, targeted multilingual video, text, audio, or web content designed to promote your products non-stop. DISH Network Managed Digital Signage is a one-stop, turnkey solution providing:

- All required software, hardware, installation and training
- 24x7x365 system operation and technical support
- Powerful, scalable, redundant datacenter architecture
- Ongoing operations and system maintenance
- Full reporting and billing for advertiser networks
- Fast deployment and business turnaround

**Schedule and Manage Digital Media Networks**  
Improve Retail Trade Dress  
Reduce Perceived Dwell Time  
Upsell/Cross-Sell Products  
Enhance Corporate Identity

**Ideal For:**  
Retail  
Financial Services/Banking  
Hospitality  
Health Care  
Pharmaceutical  
Services  
Transportation  
Government

**Network Footprint:**  
Public Internet  
Private Intranet

- WAN
  - VSAT
  - Wireless
  - Broadband
- Hybrid (Public-Private)



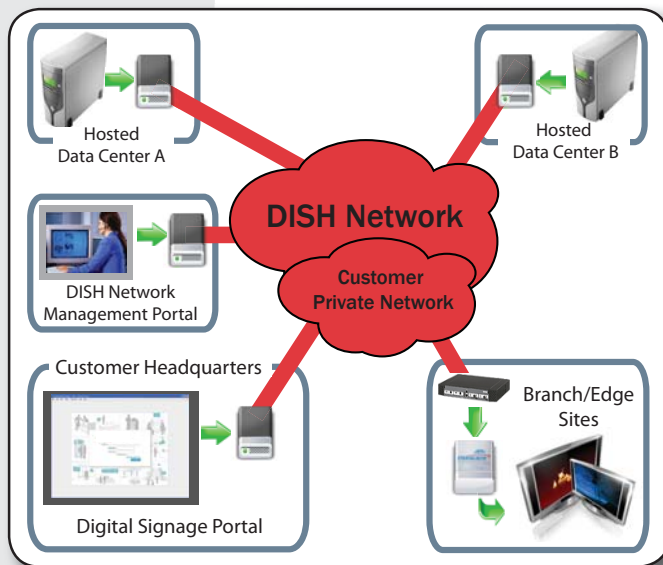


*Uplift Sales, Enhance Brand, and Improve the Customer's Experience*

### **Why DISH Network Managed Digital Signage?** *Relieve Technology Hassles, Reduce Costs*

The complexity involved in designing and implementing a digital signage network can be daunting. The capital expense and ongoing operational and management costs alone are a significant deterrent. DISH Network relieves these hurdles by offering a comprehensive solution for installation, management, operation, and maintenance of the entire media network.

DISH Network's legacy of innovation and vast experience in project planning, deployment, provisioning, and maintaining networks with millions of IP-enabled devices to hundreds of thousands of locations facilitates a smooth project implementation. DISH Network Managed Digital Signage offers a quick-to-deploy, affordable, managed solution for the highly distributed digital signage project.



### **Why Digital Signage?**

A great location, good people, and a quality product is no longer enough. Consumers want to be informed and entertained. They want to "experience" the company, the product, and the brand to its fullest extent. As markets increasingly commoditize, high-impact digital signage is a point of differentiation.

A recent InfoTrends study indicates digital signage has 47.7 percent effectiveness on brand awareness. This is just one of many studies that have shown with no uncertainty the positive effects digital signage has on consumer behavior, employee education and corporate communications.

Branded environments where the store is a destination makes the customer experience pleasant and desirable. The end result: consumers feel good about spending money. This is the customer experience, and it is something businesses ignore at their own peril. Customers are willing to pay a little bit more if the act of purchasing makes them feel good.

As is often the case, technology—and in this case digital signage—is an invaluable tool that creates memorable consumer experiences. Often it is as simple as a one-to-one interaction, providing pertinent information to make the trip quicker and more convenient, or it can be a one-to-many experience where consumers get a warm feeling about being in a branded environment. Either scenario drives sales, builds brand loyalty and generates strong competitive differentiation.

Businesses need to create real differentiation with their brand, and digital signage is the perfect platform!

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