



Eco-Sustainability and Accountability in the Digital Signage Industry



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Wireless Digital Signage: A Solution With No Strings Attached



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Wireless Digital Signage: A Solution With No Strings Attached

Posted: December 22nd, 2010 | Author: Tye Michaels | Category: Smart Innovation, Vertical Markets | No Comments »



Wireless technology was first developed in 1997, and has since revolutionized the way the world communicates. Wireless technology is what affords us the ability to take our laptop from the kitchen to the family room, or to Starbucks, a hotel room, a cruise ship, and more. We are able to seamlessly stay connected without the need to be physically connected. It is truly a miracle in the world of technology. Subsequently, businesses are finding that wireless solutions help them to work more effectively and efficiently.

So digital signage installers striving for a competitive edge are now looking to wireless technology to meet their customers' requirements.

Wireless digital signage means that displays are connected to a wireless router and managed by a central system, enabling changes that can be done remotely from any place, anytime via a mobile phone or computer. With mobile connectivity, content management is simplified as messages can be moved from one public display to the next, ensuring the correct message is being sent to the right audience, at the right time. Wireless digital signage is also becoming a cost-effective solution as sign placement can be adjusted without the need to reinstall wiring. And the easy mobility of signage means operating expenses (OPEX) are reduced as typically this means less total signs are needed.

While most businesses can find a reason to install wireless digital signage, some industries have no alternative solution. One such industry is transportation, where transit systems need to reach commuters with visual messages while en route to a destination. On-board digital signage is virtually impossible to achieve without wireless technology.

GO Transit is Canada's first inter-regional public transit system. In 2002, Toronto-based United Mobile Broadcasting Corporation (UMBC) was established to provide fully integrated mobile broadcasting services on public mass transit systems. UMBC uses **wireless technology** to deliver multimedia content to commuters within the GO Transit commuter rail. But recently, GO Transit wanted to install a wireless digital signage network on its trains. In order to overcome the networking challenges involved when deploying digital signage on moving trains, UMBC looked to a content management system that would help. UMBC selected **Omnivex** software for its ability to interface with the **GO Trains'** EV-DO cellular network, and then manage the daily mix of news, advertising and other content broadcast to the onboard digital signage system.

Each car was outfitted with eight 15-inch LCD monitors to display network content, including news, weather, sports and business content, movie previews, videos, and advertising. Currently, there are 1,672 high resolution monitors installed on 220 cars, with broadcasting on 30-minute loops running from 5 a.m. to 12 a.m. The endeavor, which is one of the first mobile broadcast installations on commuter trains and subways in North America, now provides riders with an informative and entertaining digital signage network.

With a current market of over \$800 million and a projected market worth of \$3.5 billion by 2011, it is safe to say that many businesses are interested in digital signage solutions. And as the universe expands, wireless is emerging as a flexible and smart innovation that needs to be fully integrated into the overall digital signage planning process. There is certainly no way around it: Next generation signage will employ wireless technology.



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