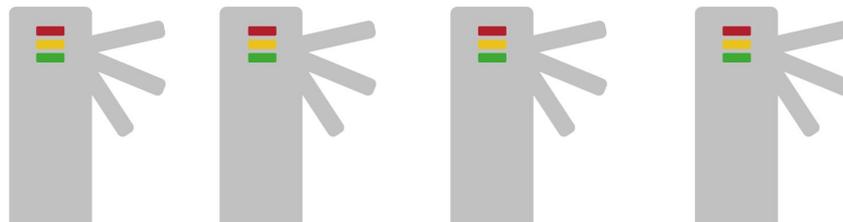
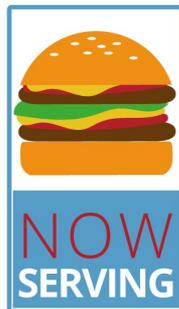


Signagelive Solutions for Stadiums

The vast majority of people walking through the turnstiles have a smartphone in their pocket and at least one HD or 4K television at home. They walk into stadiums expecting a similar if not the same experience they have on their couch to be translated wherever they go, and want to use their mobile phone to interact with the stadium and team. Also bear in mind venues these days aren't just for the teams that bear their names, they are multi-purpose environments that can go from hosting a game on a Saturday to a concert on a Tuesday, a film shoot on a Thursday and a religious event on a Sunday.



The last few years has seen a seismic shift in the hardware used in the digital signage market, with organisations choosing to move away from purchasing expensive PCs behind displays. Throughout the technological hardware changes the market has gone, and will continue to go through, Signagelive has ensured that our platform remains compatible with as many possible devices; from the [Samsung](#) and [LG](#) system on chip devices (SoC) through to stand alone media players including [IAdea](#) and [Chrome](#). These advancements have resulted in dramatic decreases in capital and maintenance costs, lowering the barrier of entry for all Stadium businesses looking at making the most of digital signage and adding to their customer journey.



Here are a few ways that our customers utilise Signagelive:

Digital Menu Boards

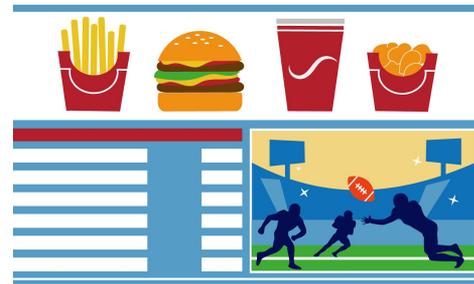


Digital Menu Boards are becoming a necessity for stadiums for two important reasons: prices have come down dramatically with the advent of Cloud and System on Chip (SoC) technologies and secondly, consumers have come to expect technology in every store, impacting their perception of the brand as soon as they walk in. The clunky process of designing, printing and shipping breakfast, lunch and dinner menus is in the past. Ensure all messages and promotions are showing at the right place and at the

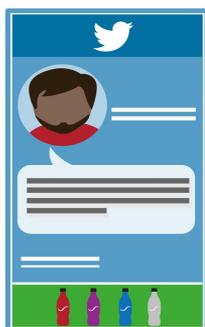
right time to engage your potential customer better than competitors.

Live TV

Signagelive supports both System on Chip (SoC) technology and standalone media players that give you the ability to bring in live TV through the HDMI port or through IPTV. [Bring the game into your menu boards](#) and ensure your fans never miss a second of the match.



Social media



Social Media is arguably one of the best forms of marketing and engagement. The power of word of mouth x 1000 (of your followers). Utilised with the best moderated tools out there you can add customer engagement for any venue from a football game #manofthematch to a concert #justinbieber or a roadshow #InfoComm16. With moderation, all of the Bieber haters can be silenced!



