



Z E E T A M I N D S

ESSENTIAL ELEMENTS OF A DIGITAL SIGNAGE SYSTEM

The Key Elements of Digital Signage System are:

- Display
- Media Player
- Digital Signage Software (Content Management System)



Three Key Elements Of Digital Signage

DISPLAY, MEDIA PLAYER & SOFTWARE

Display: The major part of the investment goes into purchasing a Display. There are several options for displays that fit the needs of every reasonable budget and application without compromising on the quality. Unless you have a display already or under an extremely tight budget, better choose a commercial display. A commercial display usually comes with a 3-year warranty, has greater brightness range, built for tough conditions and longer operational hours.

Digital Signage Media Player: Media Player is the hardware box that takes instructions from the CMS and plays the media files accordingly. One can choose among Android, Windows, Raspberry Pi, Chrombit, Firestick etc. Android boxes are considered the most cost-effective among the lot. Go with branded Android Media Player with good support and warranty.

Digital Signage Software: Signage Software is the most important element of the Digital Signage network. Selecting the right software will make your entire investment on the hardware justified. Digital Signage Software is a combination of a Player Software that goes into the Digital Signage Media player and the CMS (Content Management System) through which the content is managed across the displays. Go with a Digital Signage Software vendor with reliable technology, good reviews and decent features like social media integration, layouts with smooth transitions, RSS, Multi-User feature, Content expiry, Proof Of Play, Preview, Powerpoint support, HTML support, Display health status etc to name a few.



ZEETAMINDS
DIGITAL SIGNAGE SOFTWARE

Robust | Scalable | Engaging