

# Signage Solutions

Digital Technology for Today's Applications

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magazine

## Your Visual Prescription, filled



**Public Spaces and Mobile Devices = Great Customer Engagement p7**

**ENGAGING CONTENT**  
Bringing quality and affordable content to the party p14



**The State of the Digital Signage Industry p38**

WebDT Content Manager (WCM) software provides inclusive tools to schedule content files and create layout designs for media displayed on digital signs. With WCM, a network manager can create ticker zones of any size anywhere within the screen as well as support for static text and real-time information through RSS feeds. Administrators can more efficiently edit playlists and create a "Combolist" to link or embed multiple playlists for quick scheduling of recurring content. Additionally, administrators can also remotely update firmware, software and turn appliances on or off.

The newest WebDT Content Manager release, WCM 4.0, offers new features to improve the usability. A digital signage content manager can now assign specific access to chosen accounts for editing and loading playlists. A user can even be assigned the ability to edit media files in one zone on a screen with multiple zones of content. Basic screen layouts and scheduled content sequences can now be previewed on any computer in a local or remote location to verify a playlist before it is displayed on the digital signs. For users who work with Microsoft Active Directory, rather than creating new usernames and passwords for WCM, the data can be directly imported to WCM, including already assigned account roles and access privileges.  
[www.signage.dtri.com](http://www.signage.dtri.com)

## Arby's Franchisee Chooses WAND Digital Menu Board Solution Eden Prairie, Minnesota - WAND

**Corporation** announced their development of a Digital Menu Board solution for the Arby's community. Currently, the second-largest Arby's franchisee, Carisch, Inc., is testing the solution in one of their Wisconsin locations. WAND Digital Menu Boards have been developed to allow easy installation, one-click remote web updating, and the ability to interface with the Point Of Sale to ensure maximum price compliance.

"We're pleased that Carisch has chosen to test our solution by deploying a WAND Digital Restaurant," said Greg Perrill, Chief Operating Officer of WAND Corporation. Perrill added, "We've been partners with the Arby's community for nearly a decade

and we look forward to doing even greater things as our relationship continues to build."

The newly remodeled location now features 42-inch LG Electronics commercial grade screens controlled by WAND technology and also utilizes WAND NextGen POS® software. Arby's Digital Menu Board content is dynamically updated to coincide with promotions, specials, and local events. A multi-day-part strategy has been established to promote the right items during the best time of the day to drive up sales. Arby's design projects the sophistication of a Fast Casual restaurant inside a leading QSR, displaying the quality selection one might expect to find in a pricier locale but taking less time to provide a customer her/his order. The Digital Menu Board design at Carisch, Inc.'s location lends itself well to imprinting the Arby's brand on the store, while also lending itself to rapid deployment and assistance.

Furthermore, Carisch, Inc.'s decision to install Digital Menu Boards are its attention-grabbing appeal, which takes hold of a patron's interest and leads her/him through the menu with color, graphics and motion. The creative team at WAND divides menu categories with color, line and graphics so that customers can easily identify menu information to help them make a decision. [www.wandcorp.com](http://www.wandcorp.com)



WAND Corporation's three-panel outdoor Digital Menu Board. Photo courtesy of WAND corporation.



Photo courtesy of DT Research

## Digital Signage Federation Creates New Standards Committee

**The Digital Signage Federation** was created to be a resource and a voice for a rapidly growing and evolving industry. Education and advocacy have been hallmarks of all successful industry associations, and DSF has put special focus on those areas in its first year, as we try to meet the needs of a diverse membership base. One other area of importance and opportunity for our industry is the notion of standards. Much has been written about good work that has been done by a number of different groups, as well as the need to coalesce around generally accepted standards across many facets of the business. Among those are:

- Content • Measurement • Integration and messaging • Reporting • Semantics • Privacy

Recognizing the need for standards, and the opportunity to act both as a strong voice in unifying and enhancing existing standards and as a leader in breaking new ground, the DSF has organized a permanent committee on standards. The DSF Standards Committee will endeavor to endorse, establish and advocate standards that will pave a road toward a stronger and more efficient industry.

The committee is seeking active members to take part in its work. Please contact DSF President John Johnson if you are interested in playing a role in this important industry initiative.  
[www.digitalsignagefederation.org](http://www.digitalsignagefederation.org). **SSM**