



# DIGITAL SIGNAGE

application guide for hospitality





Welcome \_\_\_\_\_

Digital signage is our passion...

...because we believe it can enhance communications in very important ways that will make a remarkable difference for your business, your customers, your staff, and your bottom-line. Our goal is to provide awesome tools and services that will make a remarkable difference for your hospitality business.



# Digital Signage Applications: Hospitality

## DIGITAL SIGNAGE CAN...

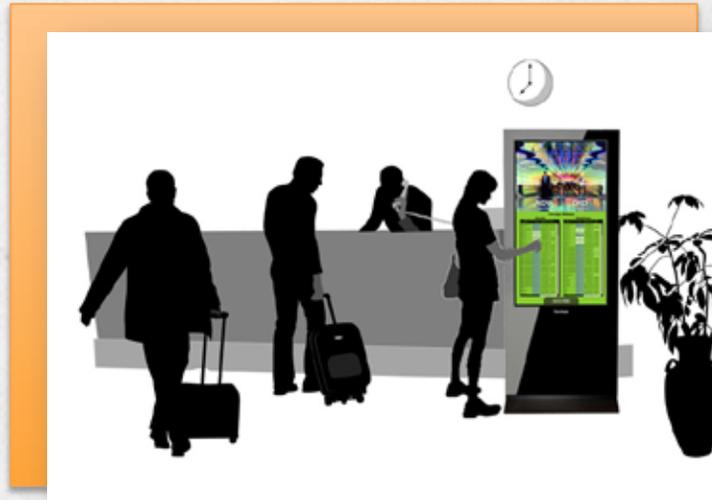
- Provide show times & schedules outside your box office
- Provide meeting times & schedules outside your conference rooms
- Provide current event schedules
- Direct visitors with facility maps
- Display eye-catching advertisements
- Display menus for dining options
- Show live scoring & broadcast video
- Provide trivia, social, weather, news feeds
- Alert visitors and staff of important safety messages

## LOCATIONS

- Building lobbies
- Main concourses
- Restaurants & Cafes
- Cafeteria
- Facility retail outlets
- Club level outlets
- Elevator banks
- Fitness Center
- Meeting rooms & exhibit halls
- Ticket queue

## APPLICATIONS

- Virtual concierge (self serve)
- Welcome messaging
- Wayfinding
- Advertising
- Building directories
- Event display
- Menu boards
- Reader boards
- Room schedules
- Employee (back-of-house) communication
- Safety alerts
- Plus many more



**Hotels**, resorts, cruise lines and other hospitality enterprises require an easy, effective way to communicate timely messages with guests as well as to promote their facilities and service offerings without adding laborious tasks. Traditionally, the hospitality industry has relied upon printed and backlit signs to fulfill these functions. However, printed signs are neither easy to change nor quick to update. Most importantly, they don't engage the audience and improve the customer experience.

Progressive hospitality signage will display current events automatically to minimize the amount of time and effort required by staff to update signs. For example, the use of digital reader boards can automatically display current and future event schedules by interfacing with popular property and event management software systems already in use.

Another popular hospitality application is digital door signs, which are similar to digital reader boards but typically much smaller. Most often, digital door signs are found near convention center meeting rooms and at conference centers. They typically identify the event being held in the room, meeting times and perhaps identify the sponsoring organization or speaker. Like digital reader boards, digital door signs can automatically display information collected from property and event management software applications.

Day-parting—the ability to present time-appropriate advertising messages geared towards the demographics of an anticipated audience at any given point in the day—may be the chief advantage of digital signage in advertising applications over static, printed signs. Hospitality managers can, for example, promote on-premise restaurants based on their breakfast, lunch or dinner specials at the time of day when people are most interested in a given meal. Later, thanks to day-parting, the same sign can be used to promote the hotel spa and special entertainment—all in an effort aimed at encouraging guests to stay on premise to shop, dine and be entertained.

When using digital signage in self-serve applications, interactive media can leverage the power of engagement. In a hospitality setting, an interactive digital signage system can be used to supplement concierge services, informing guests of attractions and inviting them to touch the screen to drill down to the specific information they are seeking. Read on for many more examples.

# Top Digital Signage Applications For Hospitality

Hotel guests, especially business travelers, search for convenience when traveling. Digital signage does wonders at delivering easy-to-access convenience to guests who may be in a hurry, tired or just feeling lost in their new surroundings. Because of thousands of successful deployments in the hospitality industry, many guests now prefer digital tools for assistance and perceive digital-enabled services as better quality customer service.

## Use digital signage to...

- **promote food & beverage services**

Digital signage has the ability to day-part screen content on specific schedules, so facility managers can, for example, promote in-house restaurants based on their breakfast, lunch or dinner specials of the day on the same sign at the time of day when people are most interested in a given meal. Later, thanks to day-parting, the same sign can be used to promote the hotel lounge and special entertainment—all in an effort aimed at encouraging guests to meet, greet and stay on premise and spend their money in house.

- **keep guests informed of amenities**

You want to publicize all of your property amenities to make things convenient for guests and to reduce the number of calls to the front desk. Whether it's pool hours, the location of the fitness room, Wi-Fi availability or checkout times, conspicuous digital displays presenting hotel-related info give guests the answers to commonly asked questions as they check in, exit elevators and hangout in the lobby.

- **keep guests informed of news**

Digital signage offers multiple advantages over static signage. Take for instance the ability to display “sticky” content, such as, sports info, business news, weather, travel tips, and topical news of the day. This popular content is “sticky” because it attracts viewers. Since updates happen automatically via the Internet, sticky content does not burden hospitality staff with additional work because it automatically presents fresh, entertaining and useful information for guests to enjoy. Perfect for lobby or waiting areas, sticky content plays an important role in yielding a greater viewer value because it delivers something people generally want—to be entertained and informed.

- **individualize content for groups and conventioners**

Roll out the welcome mat for convention, conference, and wedding guests with digital signage in lobbies and other areas. They'll appreciate it, and remember you next time they book another event. And don't stop there. Customize content to their specific needs. Guide them where to go with directions to banquet rooms and roll conference room schedules on-screen. Also, showcase conference speakers and topics as part of the scheduled playlist.

- **sell third-party vendors advertising space**

Supplement your own offerings by connecting guests with the services and products of businesses in your city—and generate a separate stream of advertising revenue for your hotel. Run ads for local restaurants, tour groups, limo and shuttle services, museums, and other local attractions, as well as paid content relating to trade shows. You can administer the content in-house or hire another company to sell digital signage space and deliver it to your screens via a remote connection.

- **extend digital promotions to guest rooms**

To further promote property amenities, an in-room hotel channel can playback the same promotional playlist used in other property locations. A more complex playlist could involve segmenting the screen of the in-room channel into zones. For instance, one on-screen zone can playback ads for property venues, another zone can be dedicated to a text crawl with news headlines and current weather conditions and still another for a logo to brand the channel. Live pictures may be obtained by using IPTV cameras. In a conference environment for example, it becomes possible to narrowcast live camera feeds from the convention or trade show floor directly to guest rooms.

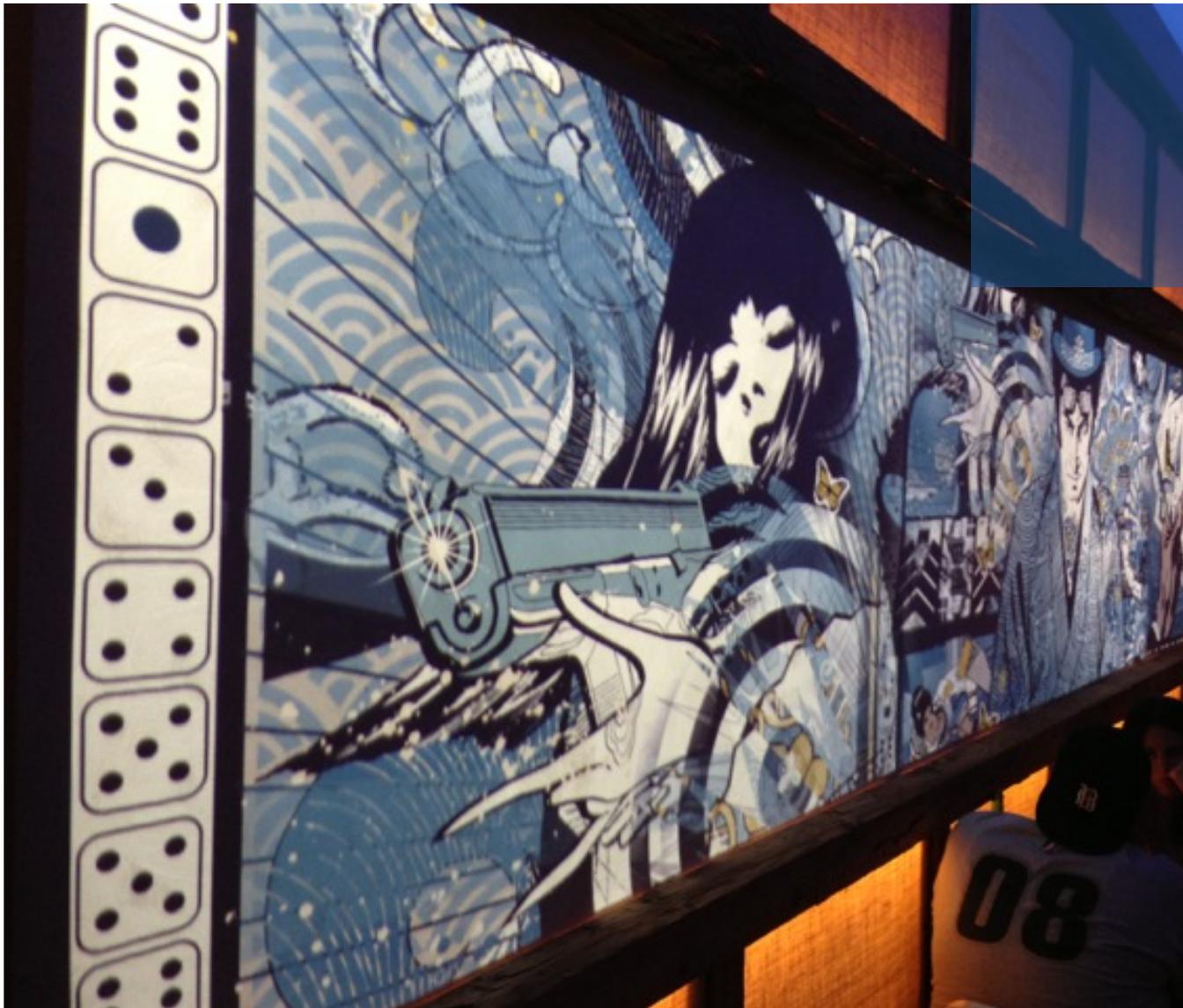


## APPLICATIONS

This **virtual concierge** uses two 55" LED backlit digital displays. One side of the housing is used only for promotional messages, while the other side supports full-on interactive that provides guests key information, including:

- Hotel check-in / out
- Hotel guest information
- Hotel amenities
- Hotel meeting room info
- Airport flight information
- Local attractions with wayfinding & QR codes
- Local restaurants with wayfinding & QR codes
- Local sports
- Nearby shopping destinations

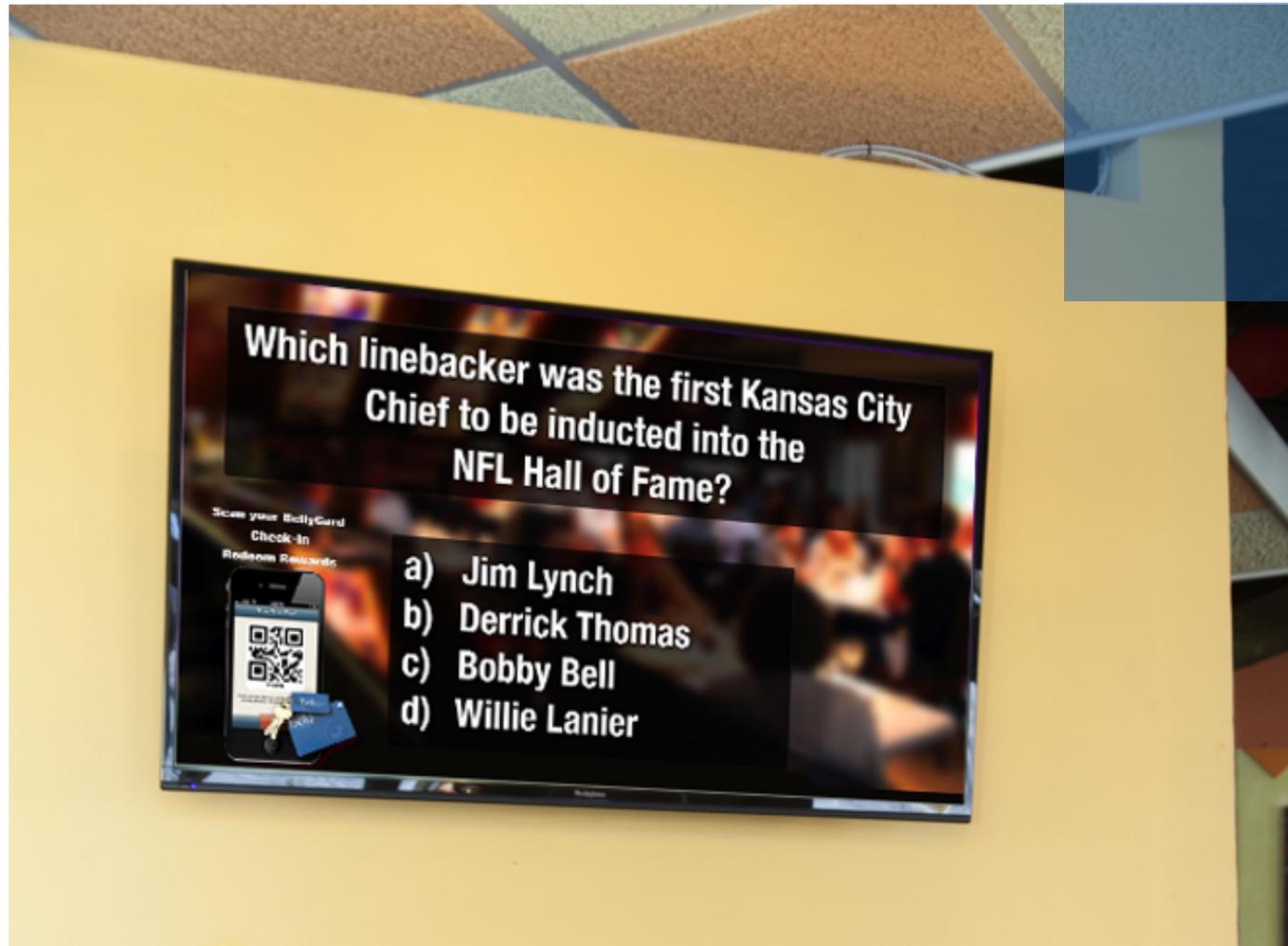




## APPLICATIONS

Sit & dine restaurants can create and enhance the dining ambiance by displaying beautiful **digital art**. Who is not uplifted by good art, and for that matter, good food?

## APPLICATIONS

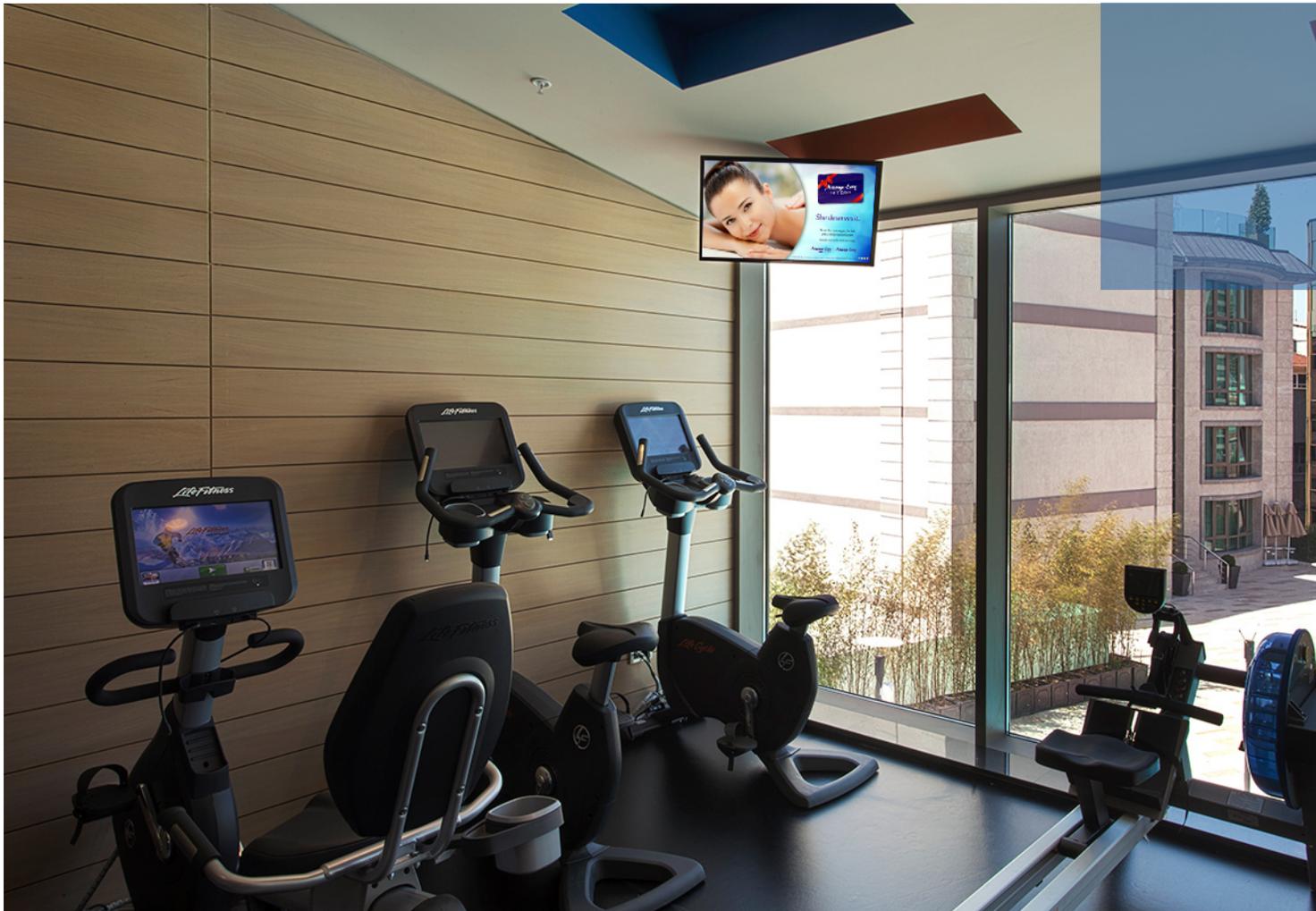


**Social media and interactive campaigns** will engage customers through an on-screen experience that encourages audience participation. Placement of a promotional display in the waiting area gives ample opportunities to promote daily specials, encourage loyalty program participation and entertain, all the while reducing perceived wait times.



## APPLICATIONS

Digital reader boards are increasingly used within properties that host multiple events in multiple locations. It provides convenient up-to-date information that guests can use without requiring staff assistance. Reader boards can also be used to pass timely information to the staff.



## APPLICATIONS

Hotel guests are attracted to **fitness centers** to help relieve the stress of traveling. Digital signage is a perfect way to gently remind guests of additional stress-reducing amenities.



## APPLICATIONS

Digital door signs are rapidly growing in popularity where meeting spaces may be reserved, rented, or otherwise repurposed on a daily basis. The most common benefit of a digital door sign is to place vital scheduling information anywhere it needs to be updated often—and automatically—increasing workplace efficiencies.



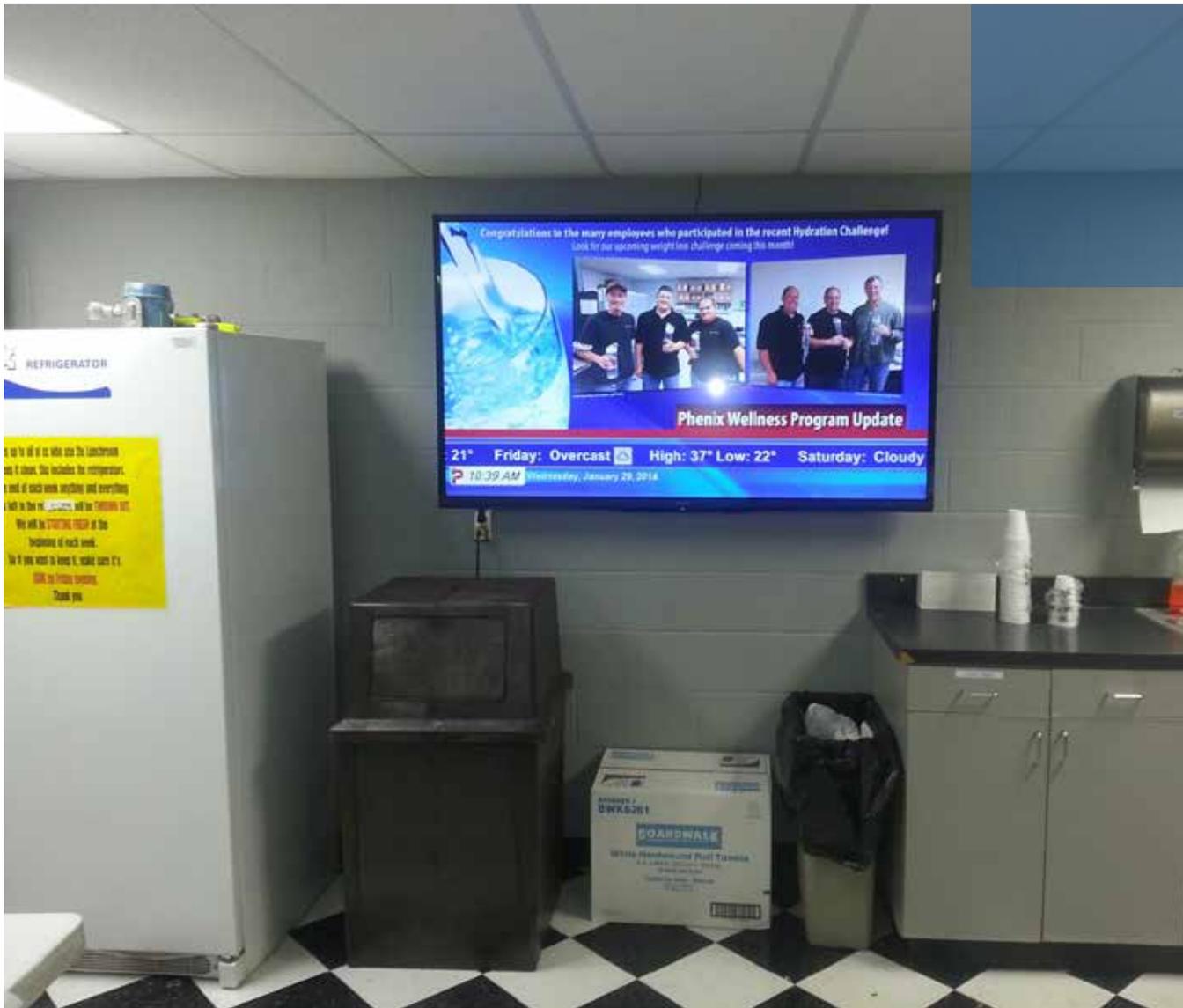
## APPLICATIONS

Digital signs & video walls in **hotel lobbies** are one of the most common uses in hospitality. A natural gathering place, multi-purpose communication can instantly make guests feel informed, comfortable and entertained in a relaxing, home-like environment.



## APPLICATIONS

Digital wayfinding, often combined with a reader board, provides guests quick and on-the-spot location assistance. More complex meeting centers can display interactive mapping with current room schedules displayed on an accompanying reader board. This frees up busy staff to assist with visitors' more complicated requests.



## APPLICATIONS

Back-of-house digital signs in hospitality help reinforce the brand standard for employees and provide timely reminders for safety information, company events and news.

# 8 Digital Signage Advantages

01

## ARCHITECTURAL MEDIA

Digital signage can influence the ambiance of the building by the way it is integrated into the environment. Similarly, creative content can stimulate the senses, arouse and influence behavior that complements the purpose of building designs, which reinforces and extends the core brand image.

02

## CONTROL YOUR BRAND

Digital signage makes it possible to control the brand experience from anywhere by simply accessing the ubiquitous web browser. Compelling and interactive media can be modified quickly, allowing it to be incorporated into virtually any environment or occasion. For example, architectural media can include digital signage, video presentation, projection or digital interactivity through kiosk, touch, gesture or mobile devices.

The use of dynamic and electronic media as an element of the physical display adds to the expression of the brand while accelerating the levels of awareness and engagement. Engagement through the digital display element of an architectural media project can add significantly to the achievement of communications goals while also adding to the overall return on investment.

Harmonizing the physical display along with the manner of media presentation and the media messaging itself helps assure contextual continuity and consistent expression of the brand.



03

## EXTEND YOUR REACH

Communicators and marketers want to assure the highest return on their communications investment. ROI is often based on achieving engagement by the largest intended audience. Architectural media is easily noticed by intended audiences who will ingest the messages presented at a subconscious level and are then motivated to engage with the message or interactive opportunities presented.

04

## SMARTER ENGAGEMENT

The "connected sign" improves the relationship between the brand and its intended audience when there are frequent interactions. The scheduling of messages contributes to the "conversation" inherent in the growing applicability of the brand and its relationship with the targeted audience.

## 8 Digital Signage Advantages

05

### COMMUNICATE DIRECTLY

Digital signage at the point-of-purchase guarantees that customers will see animated promotions, mouth-watering menu items, or details about seasonal specials, all conveyed at the most important point—while the customer is waiting in line to purchase or just walking by.



06

### CONTROL YOUR MESSAGE

Digital signage is easy to control from anywhere by using nothing more than a web browser. Online templates can be modified quickly, matching the fast-paced environment of food & beverage sales. For example, restaurants may promote new menu items with mouth-watering video clips. Besides menus, digital signs are perfect for promoting brand information, loyalty programs, nutritional information, the “special of the day” and cross-selling food items.

Keywest Technology offers many service options. Depending on the setup and service you choose, you can store your own graphics and update the signage as often as you want. Or, you may decide to let our creative team develop and manage your campaigns based on your media plan. Regardless of which options you choose, you're in control.

Digital signage also helps reduce the cost of printed materials for advertising flyers, inserts or brochures and wasted materials that will be discarded after a promotion has ended.

07

### THE SYSTEM PAYS FOR ITSELF

According to a Networld Media Group report on digital menu ROI, the average sales lift of digitally promoted items on menu boards averages around 5% CAGR, which means that payoff for such a system most often occurs in less than one year. Payoff may come even quicker if you choose to sell advertising space to companies or vendors which complement your menu items.

08

### ENGAGE YOUR CUSTOMER

By providing interactive opportunities directly to customers via digital signage, business owners can generate sales in novel ways, such as utilizing “gamification” of advertising, promote and activate loyalty programs, display QR codes, and provide user inputs such as social media contests, etc.



# Digital Signage Statistics



Nearly 1 in 5 people have made an impulsive purchase after seeing a digital signage advertisement

## COMMUNICATE WITH MORE IMPACT

Digital signage targets an audience with relevant and dynamic information. Using network connected digital signage screens allows you to broadcast your menu and promotions efficiently, creatively, uniquely and cost effectively.



According to Nielsen's third-quarter (2013) Digital Place-Based Video Report, immediate ad recall for POS-type digital signage is typically in the 60% range, which is more than twice the average recall of static signs.

Furthermore, according to an Arbitron study, digital signage advertising has some of the highest recall in the industry, with 47% recall after a month's time. Better recall means more customer recognition and more brand engagement, even a month after the ad was shown!

Such recall makes it a natural choice for promoting seasonable and more profitable items at the right time and place. According to a 2014 Network Media Group report, *Digital Menu Boards and ROI*, the average sales lift of any digitally promoted item averages around 5%, which means that payoff for digital promotions most often occurs in one year or less.

## Hotel Survey Stats:

55% of travelers indicated they would be more likely to visit a hotel that offered self check-in kiosks

51% of hotels already offer kiosks or are planning to offer them

Hotel Networks reports that 98% of hotel guests turn the TV on immediately upon entering their rooms

70% of guests agree that digital signage is entertaining

47% of guests could name an advertised brand – unaided

More guests recalled products advertised on digital signage than on TV programs viewed the same day

Almost one-third of shoppers who see in-store displays make purchases

Digital signage at the point-of-sale have been shown to increase sales from 5 to 60 percent

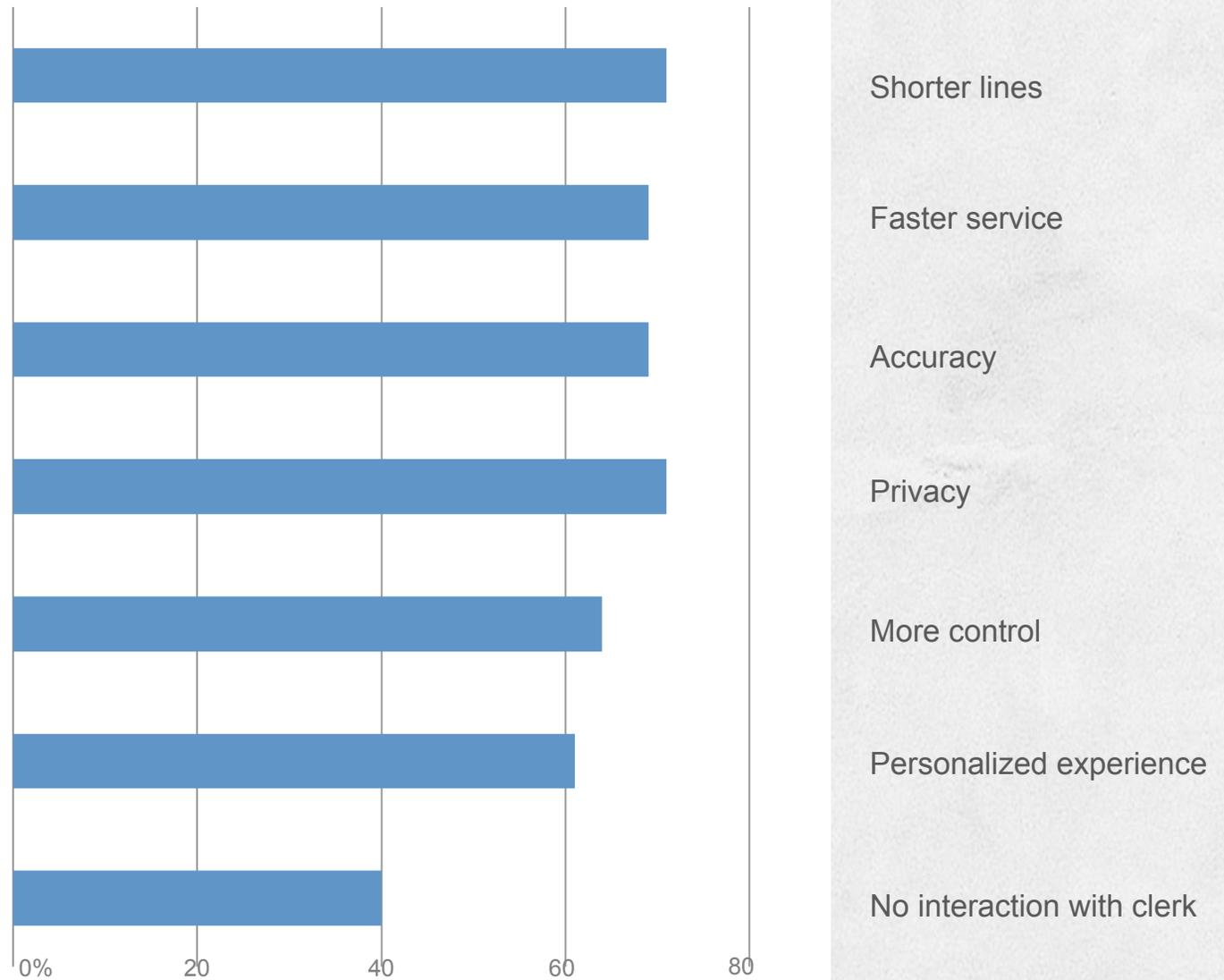
96% of 18-34 year olds report having an interactive digital display in a restaurant is a benefit

63% of guests would use a digital device to place orders and pay for food at a hospitality restaurant

A 2013 ANA/Nielsen Survey states that in three years, the importance of integrated multi-screen campaigns is expected to dramatically increase, from 20 percent of digital media purchases today to a projected 50 percent by 2016

# Hotel Survey

Why Consumers  
Like Self-Serve  
Kiosks &  
Interactive  
Displays



SOURCE: Kiosk Marketplace: The Waiting Dead: Can self-service kiosks prevent the zombie apocalypse? [infographic] <http://www.kioskmarketplace.com/blogs/the-waiting-dead-can-self-service-kiosks-prevent-the-zombie-apocalypse-infographic/>

## Case Study



### Prairie Meadows Racetrack Casino & Hotel in Altoona, Iowa relies on Keywest Technology digital signage for a complex-wide digital signage installation throughout the 243 acre site



"Our Keywest digital signage system definitely makes financial sense because we don't have to have our graphic designers on property designing for print and designing for electronic media...they are all designing for one, and we also save close to six figures a year on not having to print those backlit signs."



"Once we have the initial cost of putting in the digital sign system and flat screens, they basically pay for themselves because we don't have to worry about constantly printing, worrying about mistakes or changes."



"Each one of those flat panels allows us to be a little more specific in what promotions we have and what's going on," said Dunn. "That means the panels by live racing are generated for live racing; content generated for the panels by the food establishment is catered toward that and for the casino are more slot machine-oriented."

RYAN DUNN – Digital Communications Manager



# Case Study



## Escalator Signage

"With the print savings we are realizing using the Keywest Technology digital signage system, we'll be able to pay for phase one (25 channels of digital signage) in less than two years." *Ryan Dunn*



## Casino Floor

"So we definitely don't want to purchase technology that becomes obsolete in six months. Whenever we shop for technology we look for a useful life of five years to get our money back as a useful investment," *Ryan Dunn*



## Back of House

"I like the fact that the scheduling software is so easy to use that anyone can use it. I am confident my staff can do it, but we are talking about it being so easy that administrative assistants can do it as just another data entry task." *Ryan Dunn*



## Event Center

Speaking about the automated digital conference signs in the Event Center, Dunn says, "There is no double data entry. The second it gets input into Delphi (EMS), it is available to the Keywest sign system"

# Case Study Highlights

## Green Technology Impact



### Synopsis

Benjamin Franklin popularized the notion that has become an idiom of our day, “a penny saved is a penny earned.” This has certainly been true for Prairie Meadows Racetrack who transitioned from conventionally printed and translucent back-lit signs to digital signage, saving the facility more than \$1 million over five years in printing costs.



#### Minimize Redundancies

*“They [the graphics department] are all designing for one [system], which greatly reduces duplications and the necessity to re-create for each system.”*  
Ryan Dunn



#### Labor Efficiencies

*“Our digital signage definitely makes financial sense because we don’t have to have our graphic designers on property designing for print and designing for electronic media,”* Ryan Dunn



#### Workflow Efficiencies

*“Once we have the initial cost of putting in [digital signage], they basically pay for themselves because we don’t have to worry about constantly printing, worrying about mistakes or changes.”* Ryan Dunn



#### Cost Savings

*“With the savings we are realizing using [digital signage], we’ll be able to pay for our 25 channels of digital signage within the first two years. We also save close to six figures a year on not having to print those backlit signs.”* Ryan Dunn

# ADA Guidelines For Digital Signage

01

## MOUNTING & INSTALLATION

Objects projecting from walls (such as digital displays) with their leading edges between 27 inches and 80 inches above the finished floor shall protrude no more than 4 inches into walks, halls, corridors, passageways or aisles. Protruding objects shall not reduce the clear width of an accessible route or maneuvering space.



02

## COLOR CONTRAST

Background and foreground objects should provide a contrast ratio of 5:1 or greater. People with various forms of color blindness require sufficient contrast to read text easily. Keep in mind, color-blind users may be unable to distinguish information conveyed by color without alternate identifiers for the information.

04

## AUDIO

The use of audio is not recommended in digital signage applications due to the issues involved in competing with high ambient noise levels.

03

## FLICKER

Content should be designed to avoid causing the screen to flicker with a frequency greater than 2 hertz and lower than 55 hertz. At worst, flickering and flashing content elements can cause epileptic seizures in some viewers. They also are disruptive to many readers with cognitive disabilities or low vision.

05

## TOUCH

If the display is touch capable, the maximum height for any operable control is 48 inches.

# We're About Solutions



WINNER



HTML5



**Consider this:** The client bought the “best” digital signage software, the “best” media players, the “best” display monitors, and even gave their “best” employee the task to manage the new system, but in the end, their digital signage still looked like an afterthought, and even worse, a boring slideshow presentation...UGH! Don't let that happen to your communication strategy! Engage Keywest Technology for a digital signage solution.

## DIGITAL SIGNAGE REQUIRES A SOLUTION

Anyone with IT skills can install a digital signage system—but is it a solution? A solution requires inspiring content, flexible software, reliable hardware, and enduring support. But it also requires expert know-how to put it seamlessly altogether into a compelling media plan that augments your marketing mix. With over 12 years of dedicated digital signage innovation and service, clients count on Keywest Technology engineered solutions to get their best results.

We have delivered over 9,000 systems since 2001 that businesses rely on daily to reach and exceed communication goals. Keywest Technology is the recipient of several industry accolades for its digital signage work. For example, we've earned three DigiAwards, an industry honor recognizing digital signage excellence.

As with any communication effort, content is king, but only if you get the results you expect. This is where Keywest Creative comes in, providing creative services that attract an audience and communicate powerful messages. Whether the presentation is provided through built-in video walls or complex, branching interactivity on kiosks, displays, or tablet devices, Keywest artisans have the experience and expertise to design content that connects with viewers wherever they are.

Contact us for project consulting, and we'll help you discover business objectives, review communication goals, and then recommend the best mix of technology. We will turn your vision and communication needs into a solution—not just a system.

# Our Products



**Breeze Digital Signage™** is a revolutionary way to deliver stunning sign messages using the most efficient IT methods available. Simply login to the handy Internet editor and control in-store signage from anywhere, anytime. No special software or training needed. Additionally, Breeze Digital Signage uses HTML5-powered software for playback reliability and solid security (cross-platform capable). Breeze offers an experience that is logical, interactive and intuitive, bar none.

[BreezeDigitalSignage.com](http://BreezeDigitalSignage.com)



**Interactive Digital Signage from Keywest Technology** reaches beyond TV-style digital signage offering custom cabinets, integrated digital displays or mobile display devices that come alive with creative content tailored to fit the diverse locations of consumer-facing applications. Interactive solutions can be purchased as economical off-the-shelf style systems, or display cabinets, kiosks and video walls can be custom built to your specifications.

[KeywestTechnology.com/digital-signage-interactive-kiosks.html](http://KeywestTechnology.com/digital-signage-interactive-kiosks.html)



**MediaZone Pro™** digital signage software offers a powerful way to manage digital media with adjustable “zones” using common media formats. Easily insert RSS and social feeds, videos, animations, text, tickers, graphics and web pages to build a meaningful message. Integrate live HDTV or cable TV within a playlist for multipurpose displays. Add our InfoZone Pro media server for browser-based system monitoring, third-party data interface and emergency alert management.

[MediaZonePro.com](http://MediaZonePro.com)



**SignWave™** replaces boring static meeting room door cards by providing a dynamic solution that is ready to meet businesses' ever-changing needs. SignWave brings affordable room scheduling to anyone using popular EMS systems, or use our handy built-in scheduler instead. All SignWave displays support PoE (Power over Ethernet) for easy installation. Using the InfoZone Pro server with web browser access as the CMS, media management is simplified by automation.

[SignWave.us.com](http://SignWave.us.com)

# Our Services



## Graphic Design

Keywest Technology is known the world over for its technology. But software technology is our legacy for only one reason: It enables us to help clients reach their communication and branding objectives. That's because we know digital signage is about creating and delivering captivating, effective content tailored around communication goals. We are all about meeting business objectives and producing results that clients can bank on.

## Worry-Free Support

Keywest Technology offers TotalCARE™, which is our industry-leading software maintenance and support program provided free of charge for \*2 years. After two years, TotalCARE can be purchased for a nominal annual fee. TotalCARE provides expert software support via our web portal that includes online, phone and remote assistance by Keywest support staff. \*NOTE: Breeze is cloud-hosted with on-going support levels.

## System Design

We team with architects, AV resellers, consultants, design agencies, marketing firms, signage specialists and system integrators to provide their clients around the world factory assistance for any size job. We not only provide digital signage products, but we can also custom wrap our products and services to create unique solutions that meet clients' objectives.

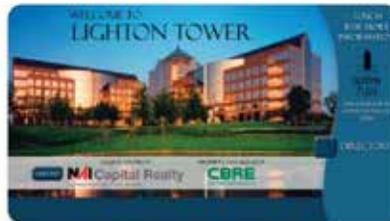
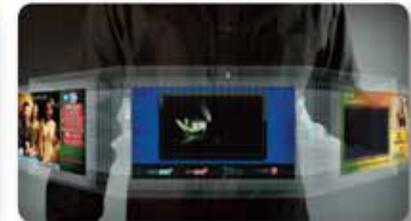
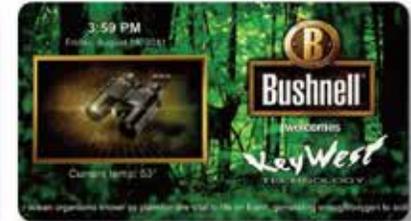
## Product Training

Of course, our digital signage systems are easy to learn and can be operated by anyone with a few computer skills. But we offer free online training videos, one-on-one Internet training or on-site training to meet clients' individual needs. Our training options are designed to teach clients at any skill level how to use our software systems in the fastest, easiest way possible.



## Custom Campaigns

Keywest Creative provides compelling digital themes designed around your brand that get results you can count on.



# Some Clients



CREATIVE PEOPLE COME WITH MANY TITLES

Our  
passionate  
team  
leaders



**WES DIXON**  
VP OF SALES

"We deliver your message to the right people, at the right time and place, with a compelling call to action...that's exciting!"



**KOYTT NICHOLS**  
DIRECTOR OF R&D

"We utilize the newest cloud-based technologies to help customers achieve their goals."



**BRIAN BIBLER**  
CREATIVE DIRECTOR

"Creative implementation is only limited to what our imagination can conceive."



**JOHN MACAN**  
PRODUCT SUPPORT DIRECTOR

"I love the challenge of finding a working solution to satisfy the customer."

## Connect with Us

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[plus.google.com/+Keywesttechnology/posts](https://plus.google.com/+Keywesttechnology/posts)



[www.KeywestTechnology.com](http://www.KeywestTechnology.com)



Thanks \_\_\_\_\_

Thanks to thousands of customers like you, we've been advancing the digital signage revolution for over 12 years by replacing ugly, boring, inefficient signs everywhere.

