

Creating engaging digital experiences

By Stephen Gottlich

Dynamic visual communication has never been easier, and it is becoming increasingly more cost-effective as well as accessible. Now more than ever, retailers recognize that dynamic, well-designed content delivered on a multitude of digital screen types is critical to inform and engage customers at the point of decision.

But because there are many elements to consider, it is not always clear where to begin. If it's not done correctly the first time, retailers can find themselves on a confusing and expensive journey.

Planning to meet goals

In the past, retailers would look to an AV company to provide LCD monitors (usually with the maker's brand prominently displayed) to be hung on walls or suspended from ceilings. Media players were added, and an expensive content management system (CMS) would complete the package.

But to ensure the success of a digital signage installation in today's marketplace, it is important to have a comprehensive strategy. Desired outcomes must be discussed before decisions are made about hardware, software, and content.

Like a new building, a new digital signage installation requires an architect, a general contractor, and subcontractors; they must work together with a clear plan that guides them to the desired solution. It is also important to communicate with all stakeholders and senior management within an organization to ensure that all perspectives and requirements are included and realistic expectations are set.

When business goals for the installation are enumerated, it is also critical to develop a content strategy that reflects those goals. The team must ensure a plan for supplying, refreshing, and replacing



A high-resolution LED display rotates slowly inside an atrium, showcasing engaging content and advertisements in King of Prussia, Pa.

engaging content that not only provides information the customer wants, but also will meet business goals.

Tying multiple media together

In many cases today, various types of digital media are employed in one place or space. There could be outdoor LED screens, interior LCD videowall digital posters, window displays, interactive kiosks, mobile phone apps, and more in one location. All these elements must be tied together with a CMS program that can be easily managed centrally, allowing for quick updates through connections to data sources that feed time-sensitive information with the flexibility to cater to many screens in any part of the world in real time.

Today, solutions providers need to be consultative in their approach, pairing an in-depth knowledge of all digital technologies with audio and video expertise. We no longer live in just a visual world.



Shoppers engage with interactive digital directories in King of Prussia, Pa.

Retailers must appeal to all senses.

The strategy for creating an engaging digital experience in retail demands a great working relationship between retailer and supplier. The provider must understand the client's business. Without the understanding of business goals, failure is almost guaranteed. A turnkey solution for a complete, working digital

experience will enable retailers to create and deliver an engaging and effective dynamic digital experience.

Stephen Gottlich is VP of digital solutions and strategic alliances of Gable, an award-winning provider of digital displays, AV, and media; signs and architectural elements; and lighting solutions.