

This form is containing a series of questions for you when thinking about investing in digital signage. There is no need to provide a lot of detail at this stage as we will go through these sort of questions should you wish us to carry out the work. Its main purpose is to help formulate your ideas.

Section A: About The Project

What is the reason your are considering investment in screen technology? (e.g. increase sales, reduce queues, provide out of hours' service, multi lingual customer service, internal communications etc.)

Who are your audience? (e.g. new customers, existing clients,staff, their age group, nationality etc)

Do you want customers to be able to buy products or services from the screen?

Do you want clients to be able to select information they want to view on the screen?

Do you have existing screens already?

Do you have existing content for the screens?

Do you need any new system to integrate with the old screens?

Section B: About The Screens

What type of content are you intending to show? (e.g. still images, video, lots of text, websites, live TV)

How far away will people be from the screen?

Where will the screen(s)be located?

Is any of the the screens going to be in a harsh environment? (e.g. bright sun, high temperature, risk damage)

How many screens are you considering?

Do you have a preferred screen manufacturer?

Section C: About managing the screens

Do you want to load content directly on to the screen or remotely via the Internet?

How do you want the content to change automatically? (e.g. at a set time or date or by some other variable)

Will different screens run different content?

Who will be in charge of managing the screens?

Do you need staff to be trained to run the system?

How much reporting information you need on the screen's performance?

How critical is the screen content to the operation of your business?

Section D: About the content you want to display

Do you already have content?

Will you prepare your content in house?

Do you have a preferred content supplier already?

How often does the content change?

Section E: General Information

What is your time scale for completion of the project?

Who will be your main contact to run the project?

Who else in your business to be involved in the process to get the system ordered and installed (e.g. IT department, marketing, finance)

What is your approximate budget?

How would you like to fund the project (reserves,cash-flow,loan,grant,lease)

Is there any operational issues to consider such as deadlines, scheduled maintenance times etc?

Section F: Any questions

Make a note below of any questions you need Vaadhoo to help you with to get your screen technology working efficiently?

Next Step

Once you have considered the above please call for a no obligation discussion on how we can help.

Call 0161 641 7117 or email sales@vaadhoo.co.uk