Digital Signage Kits

BUNDLING TECHNOLOGY INTO EASIER-TO-SELL PACKAGES

Technology is getting more sophisticated by the minute. Even the most tech-savvy among us would be hard pressed to explain exactly how every component in a system works. To cut down on confusion and to make things easier to sell, manufacturers are taking out the guesswork and bundling their products into complete packages. And for applications like digital signage, this can even open up the potential for unique presentations that integrators might not have considered before.
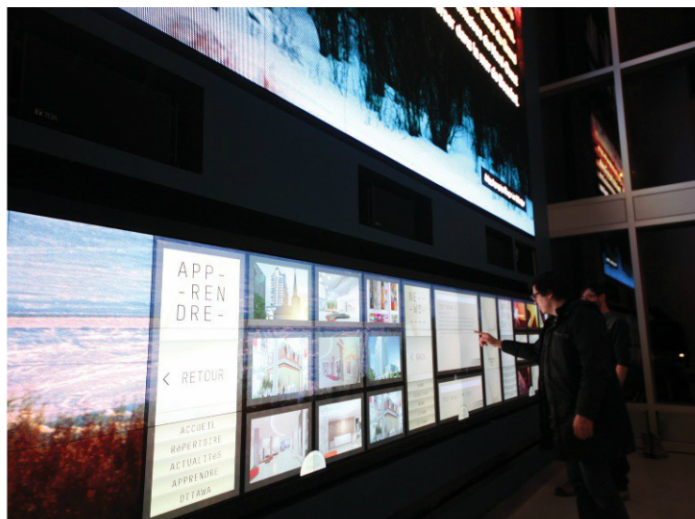
Christie

"Digital signage technology has taken major leaps in sophistication over the past decade. For customers, it means having to make critical choices among a bewildering array of options to ensure their signage stands out from the competition. Providing them with a 'one-stop-shopping' solution can minimize the stress of the selection process while maximizing success, offering them a compelling reason to do business with you. Christie offers the complete package in one bundle: flat-panels of all sizes, LED tiled displays, MicroTiles, mounts, video processors, and content services—as well as complete integration services—to ensure that customers get the perfect signage solution for their needs, whether for cinema lobbies, corporate spaces, gaming and casinos, education, retail, or transportation venues."

—Andy Clipsham, senior product manager, Christie

Panasonic

"In order to create easier-to-sell digital signage packages, Panasonic has partnered with a number of digital signage software leaders to create single solution

Christie's MicroTiles are one of the brand's solutions that provide integrators with a complete package in one bundle.
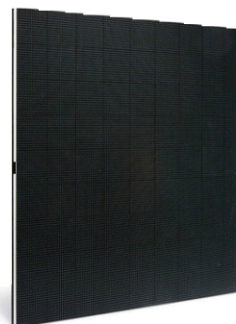
SKUs. This enables integrators to order solutions for their customers from a single vendor, including hardware, software, installation/mounting services and support, simplifying the sales process. These bundled solutions make distributing, controlling, and displaying digital signage on professional displays easy, affordable, and sellable."

—Michael Cronan, manager, digital signage solutions strategy and development, Panasonic System Communications of North America
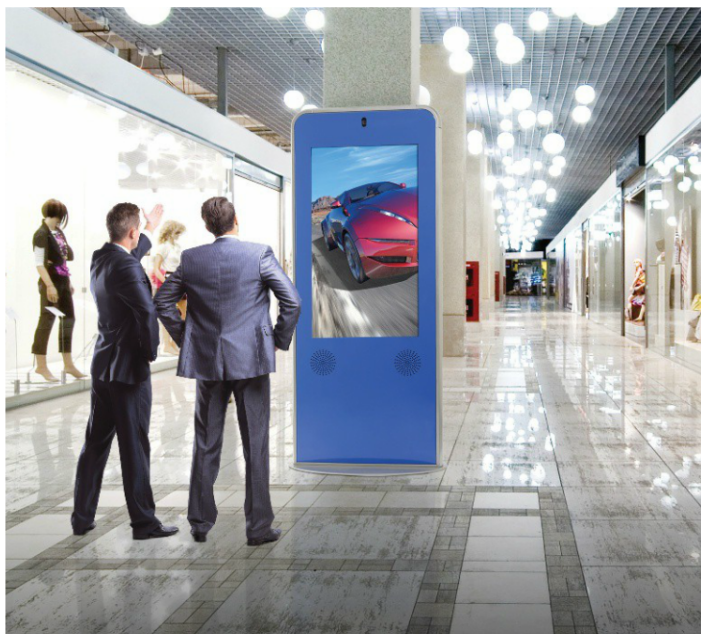
Barco

"By bundling our products, we are able to eliminate the focus on individual components and instead concentrate entirely on the functional benefits to the end user (which supersedes the benefit of individual components). Instead of being about processor performance or amount of pixels, a digital signage install should focus on the greater purpose, which is namely to provide an immersive experience for the user/audience, resulting in a significant (in)direct increase in business together with an overall operational cost reduction."

—Bas Van Heek, product manager, Retail and Advertising Division, Barco

Barco's X Series signage solutions aim to provide a significant increase in business along with reduction in operational cost.

Peerless-AV's 46-inch Floor Standing Totem Portrait Kiosk Enclosure is one of the brand's fully integrated offerings.

Peerless-AV

"As manufacturers continue to offer a variety of solutions, such as displays, media players, mounts, kiosks, etc., it becomes easier to offer bundled packages. At Peerless-AV, we like to combine our solutions to offer a complete package to our clients based on their needs. For instance, we have offered our Xtreme displays along with one of our mounts to help a client build a video wall or digital signage display. We have done the same thing with partners, like NEC, where we bundle

our video wall mounts with their displays. With our kiosk enclosures, we have offered a fully integrated solution with a display to go inside the enclosure, the enclosure itself, the media player to play content on the display, and even the touch overlay (if the solution needs to be touch-enabled). In providing solutions this way, we're able to give the integrators what they need as seamlessly as possible. They can come to one vendor to get everything they need."

—Brian McClimans, vice president, global business development, Peerless-AV

NEC

Product bundles introduce customers to the digital signage industry with easy-to-use solutions that include everything needed to run content on a single digital screen. NEC's all-in-one bundles for business signage needs—which can include displays, computers and wall mounts—provide the necessary components for successful first deployments. These bundles provide customers an end-to-end solution that solves a particular problem and achieves a specific goal. NEC has the widest portfolio of display solutions in the market, and by creating bundles that outline projects piece by piece, they allow partners to develop the perfect combination of products to maximize branding and expand customer reach."

—Keith Yanke, senior director, product marketing for large screen displays and projectors, NEC
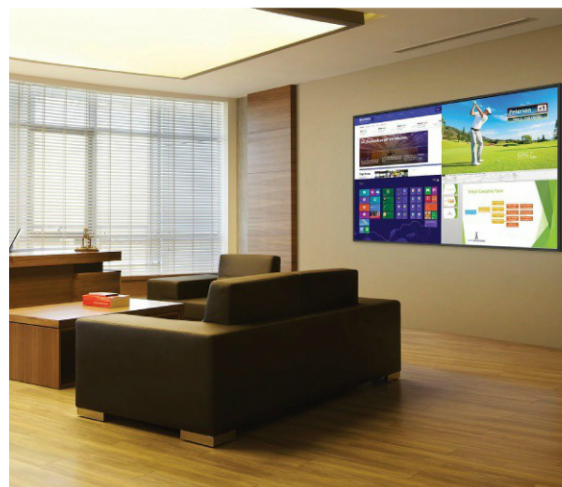
Adaptive Technologies

"We see suppliers bundling components more and more, but so much more is necessary. That is why Adaptive approaches digital signage first from the overall engineering perspective, then secondly from component selections. We guide customers through a maze of design considerations, including often overlooked factors, such as facility structure, environment, safety, deployment, longevity, and service. Most of these have little to do with components. Once all of the elements for the entire project are accounted for, and with the help of our partners, Adaptive then recommends the appropriate structure and components for use at the specific location."

—Paul Allen, president, Adaptive Technologies Group

Planar

"As a premier digital signage provider, Planar delivers a variety of best-in-class displays with the flexibility to offer a complete solution from our portfolio. The newly updated and expanded Planar ContentSmart family provides full HD and 4K media player options, which come

The next-generation Planar UltraRes Series 4K LCD display line is designed for ultra-high resolution commercial applications.

those messages attract as many eyeballs as possible with rich, dynamic visuals. At X2O, we recommend consolidating the best of both worlds—best-in-class displays that are appropriate for the specific venue, and award-winning software that lets you drive dynamic real-time content to screens across a digital signage network."

—Neal Caminsky, director, product management, X2O Media

X2O aims to provide a premium bundle experience by pairing best-in-class displays with top-of-the-line software.

standard with easy-to-design and deploy software. For embedded functionality, many of Planar's displays have OPS expansion slots, which are compatible with a wide range of digital signage OPS devices, including media players and PCs. Planar also offers the industry's best mounting solutions for video walls and 4K displays, providing the thinnest profile, simplified installation, and ease of serviceability."

— Becky Connors, product marketing manager, Planar Systems

LG

"Today, manufacturers are developing bundled solutions to aid in simplifying the purchasing process. Bundled solutions are efficient because they provide complementary displays and required accessories, eliminating the need for an integrator to identify compatible cables, mounts, or other components. LG Electronics provides video wall bundle solutions that offer superb picture quality, configuration flexibility, and attractive features (displays, cabling, mounts) to offer cost savings for integrators who are able to purchase all necessary products needed at once, versus separately."

—Dan Smith, senior director of sales, commercial division, LG

X2O

"Bundling reliable digital display hardware with easy-to-use, intuitive, and flexible software significantly contributes to a successful digital signage deployment and a satisfied customer. Today's customer expects to be able to use a tool that communicates relevant messages to the right person, at the right time, and on the right device, and have