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Digital signage – an industry embracing content, software and hardware – has become business-critical and no longer a nice-to-have. It's all about the content. Whether it's informing, warning or persuading customers, digital signage helps businesses stand out from the crowd and allows you to deliver targeted information to the right audience at the right time.

How important is it for companies to invest in digital signage?

Digital signage, or **digital out-of-home (DOOH)** advertising, is a fast-growing industry. Nearly every business is taking advantage of this technology – from restaurants and bars to retail stores and banks, it's everywhere you look. It has become extremely popular over the last few years, and it's easy to see why. With digital signage, you can display your company's message to customers as they walk by. It's a way to make your brand more visible and memorable, and it can also boost sales and customer loyalty.

Did you know that customers who see digital signs are more likely to make purchases than those who don't? A third of the brain is devoted to visual processing, and we process visual information 60,000 times faster than text. No matter who your audience is, they're used to seeing information presented visually, dynamically, and in real-time.

How do you ensure your customers get the right solution for their business?

Our goal is to make sure that we're providing our customers with the right product, at the right time. To us, this means asking them questions about where they are in their business and what they're trying to accomplish. Then we work with them to create a plan that fits their needs and goals, so they can use our products to grow their business.

Who should use digital signage?

Digital signage is suitable for any business owner who wants to communicate more effectively with their customers or employees. Whether it's a large retail chain looking for ways to increase sales by directing shoppers towards products they might not have noticed otherwise;

or a small start-up company that wants its employees working productively while still feeling part of the team; digital signage offers something for everyone!

Why is digital signage so critical?

It's simple. Digital signage is an industry that is embracing innovation, with new technology being developed all the time. It helps you reach your customers in a way no other medium can. It's a unique way to engage with customers and make them feel special, which is crucial to building and maintaining customer loyalty.

How can Melford Technologies help?

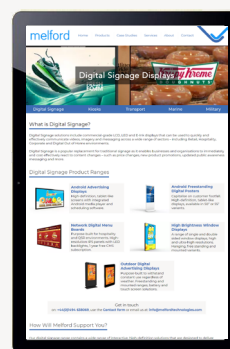
Melford Technologies is proud to be one of the few companies that offer a diverse range of integrated DOOH (Digital Out Of Home) solutions, providing fully customisable, networked, and reliable systems that connect you to your customers in a consistent and highly engaging way.

We offer complete bespoke solutions designed for specific applications, as well as experienced, professional project planning, configuration, deployment, and maintenance services, for a complete end-to-end solution.

We believe in getting down to the core of what makes our customers tick: what they need, rather than just what they want. When you can identify your customers' needs and deliver on them, you'll see results – and that's what we're all about!

Melford Technologies provides focused consultancy to aid customers in their strategic and operational journey. If you'd like to learn more, [visit our website](#) and feel free to contact us.

Digital signage - no longer a nice to have



Find out why digital signage is perfect for businesses who want to communicate more effectively with customers or employees.

[Learn more](#)