## Digital Signage Content. – How to Produce Captivating Content for Digital Signage.

by Cecilie Rubach, Lead Digital Designer - Databeat.net



# Attract your customers' attention with digital signage.

Here's some key things to consider when designing content for your digital displays.



## Take advantage of easy-to-use tools and free downloads.

Many of these tools are cloud-based, allowing you to access them anywhere and share your designs with collaborators.



## Check out some free tools

you can use to create content for digital signage.

canva.com VSCO.CO dafont.com pixabay.com unsplash.com

flaticon.com vidyard.com befunky.com infogram.com wisestamp.com

**Free PowerPoint templates for Digital Signage:** www.databeat.net/en/freepowerpointtemplate

## Keep it simple with minimal text.



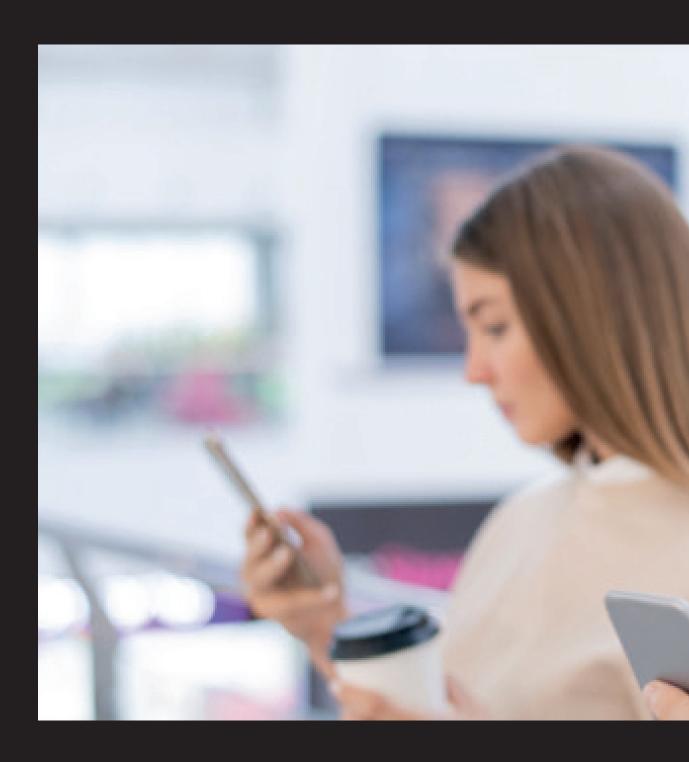


## Again, keep it simple - When promoting your products, show one or two products per slide/frame

If several I recomand you to have a hero product!



**Create content to** promote seasonal offers and boost sales with engaging advertising displays



## Corporate digital signage

enables businesses to share company news and updates, key performance metrics, improve internal communications, and unify teams.



## Digital signage for education

allows institutions to greet students, share timetables, and motivate pupils.



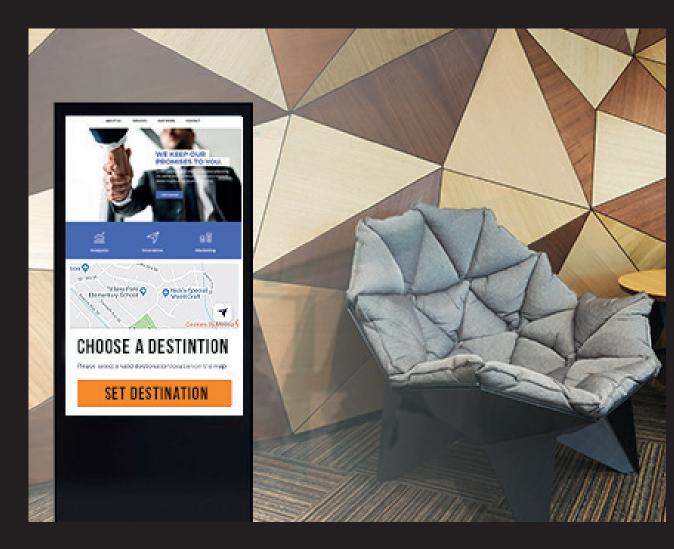
## Restaurant signage

enables businesses to bring their products to life, target conversion sweet spot locations, and promote offers according to the season and time of day.



## Hospitality digital signage

enables businesses to greet visitors, provide self-service, and promote the latest offers to improve the customer experience.



## Public Sector signage

allows organisations to greet visitors, share vital information, and provide opportunities for self-service.



## Interested in digital signage? I recommend using DatabeatOMNI as your digital signage software and here's why:

- You can publish your content towards one or many screes.
- DatabeatOMNI is cloud-based, and you only need a computer and internet access.
- DatabeatOMNI is user-friendly and easy to use.

## The benefits of digital signage from DatabeatOMNI?

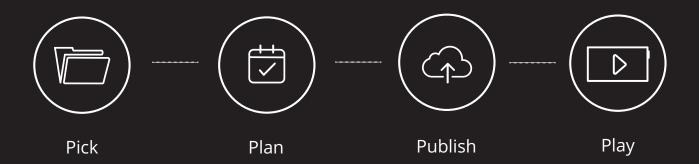


DatabeatOMNI is a proven digital signage solution used by hundreds of companies across thousands of screens.

### **Cost-effective.** The software is free to use, just pay per screen you want to publish to.



Easy to use. DatabeatOMNI is simple to use without needing specialist training.





Johansen

### Chrismax 55:04:58 dager timer minutter

Augunger fra Trollveiskrysset Ruter #			
Linje	Destinasjon Destination	Tid Time	Pos Pos
56	Nydalen	8 min	2
56	Solemskogen	10:07	1.
	Nydalen	10:27	2
56	Solemskogen	10:37	1.1
	Nydalen	10:57	2
56	Solemskogen	11:07	1.1
56	Nydalen	11:27	2
56	Solemskogen	11:37	1

## DatabeatOMNI is a Cloud-based platform.

- Making it easy to scale
- Reducing costs
- Removing the need for hardware support
- Enabling you to update and publish content from virtually anywhere



### **Free templates.** Databeat provide you with free templates. Easy to use and change.

www.databeat.net/en/freepowerpointtemplate







29.-



Incredibly delicious





Cheeseburger Dobbel cheese Chilli cheese Chicken salsa Fish n chips Hamburger Milkshake

### Complete flexibility. Our software is available to access from anywhere, as long as you have an internet connection.



**Quick set-up.** DatabeatOMNI is easy to set up with no need for expert installation.



Widgets. Widgets not only present real-time information, but they can help call attention to your display with more interactive and lively content.



### DatabeatOMN Trusted by an established network of partners:

### **SAMSUNG** SHARP **PHILIPS**

Samsung I Sharp I LG I Philips I Microsoft





### Get your free trial now at: www.databeat.net