

LodgeNet Digital Signage *Powered by Nanonation*



67% of U.S. residents aged 18 or older recalled seeing a **digital video display** in the past month.

Arbitron Out-of-Home Digital Video Display Study, 2009

People rate advertising on digital signage **more positively** than other media across multiple measures, with **63%** describing it as "attention grabbing."

Digital Out-of-Home Media Awareness & Attitude Study, United States, 2007; conducted by OTX (Online Testing eXchange) and SeeSaw Networks

Digital signage is a dynamic new medium that offers the ability to deliver high-impact, relevant messages to targeted audiences when – and where – it counts. The LodgeNet Digital Signage Powered by Nanonation solution has been specifically designed for maximum impact and flexibility in hotel and convention center environments.

BENEFITS

- Drives revenue from ancillary services through engaging guest-facing promotions.
- Enhances brand image by using impressive displays and compelling content to effectively deliver messages.
- Improves the on-site experience by providing valuable information guests and convention goers want and need while traveling.
- Eliminates printing, distribution and installation costs associated with traditional communication tools.

KEY FEATURES

- Suite of Applications: Allows you to choose the solution that best meets your needs, whether it be traditional digital signage, video walls, meeting room signage and/or wayfinding displays.
- Enterprise Network Enabled: Provides scalable, flexible architecture for deploying one screen or thousands, all of which can be remotely monitored, managed and measured in real time.
- Cross-Platform Solution: Compatible with Windows® or Mac® OS X.
- Hardware Agnostic: Eliminates the need to rely on proprietary boxes with limited support and no track record.
- Robust Content Management and Scheduling Tools: Allow for dynamic content updates, integration with your existing data systems, and the ability to leverage your existing assets, regardless of format.



To learn more
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