



Digital signage advertising

Digital signage advertising or digital out-of-home advertising as it is referred to in the industry, has been used in restaurants, retail stores and in the lobbies of businesses and hotels for quite a few years.

Digital signage displays use content management systems and digital media distribution systems which can either be run from personal computers and servers or regional/national media hosting providers. In many digital sign applications, content must be regularly updated to ensure that the correct messages are being displayed. This can either be done manually as and when needed, through a scheduling system, using a data feed from a content provider or an in-house data source.

JPEG images and MPEG4 videos remain the dominant digital content formats for the digital signage industry. For interactive content, HTML5 and Unity3D are widely used due to their popularity among web developers and multimedia designers.