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Introduction

To market and advertise their product, marketers have to constantly keep thinking of new and better ways. Gone are the days when using simple posters or leaflets or broadcasting on T.V. would do. In today's times due to so much competition in the market, the consumer is not going to give a second glance to the product you are trying to sell, unless you do it in an extremely innovative manner. This is where digital displays and signage come into play. Although this idea is not that new, the concept of using a big screen, which is almost essentially a computer, as a dedicated device to advertising and marketing is certainly audacious.

Digital signage is gaining much popularity these days. Just using non moving stationary pictures for advertising is not enough. Digital signage provides a marketer the edge he needs over the competition and creates a deep and solid impact on the minds of the consumer.

Why prefer Digital displays and not something else?

One of the major reasons to use digital displays over other modes of marketing is these displays manage to grab the maximum attention of any person walking by them. As compared to other marketing tools which show just a limited amount of information at a time, these signage are constantly conveying a lot of different information because they can support a lot of formats like JPEG, BMP, GIF, AVI, ASF, WMV, MPEG, VOB, DVIX, XVID, etc. That necessarily means that a marketer can show a video about any product or they might give a presentation, show a lot of images, establish a slow moving flowing script so that the consumer can go through all that information which otherwise might not have been possible to fit on a single screen.

The display screens for these signage are available in a fairly large size so that they are visible even at some distance. There are some options available in the market regarding the shape and size of the display and the amount of information it can store. This helps a user to choose such a display that suits his needs well. The screens are also capable of showing videos in full color at high definition (HD) resolutions. There is an in built intelligent system that lets you manage the arrangement of content being shown on the screen and also lets you customize your multimedia messages if required. These digital signage can be used most efficiently at exhibitions, seminars, conferences, etc. They serve as an excellent point of pitching, sale and purchase during marketing.

Different models available

There are two types of digital displays available in the market. The first one is a slim display sign with the regular features and a big screen to show its content. It may be placed on a staircase or outside a shop or store. The second type is a double sided digital display. This is basically the same as the first type except for the fact that it has screens on both sides of its surface. When placed in a proper location where there are people coming from both ends it effectively doubles the number of people it reaches out to. Both these models also come with the option of having a touch screen so that a physical interactive interface is not needed.

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