DIGITAL SIGNAGE

Save Time and Money by Making Updates to Signage Displays Quick and Easy

MULTIPLE MESSAGES...
MANY LOCATIONS...
ONE BIG PICTURE...
GET IN ON THE ACTION!

Digital signage systems are an ideal way to present content such as text, graphics, animation, and full motion video.

Using digital signage, there is no need to print, distribute, and install new static signs every time the content changes. With a digital signage system, changes can be made quickly and easily providing you a long-term cost and time savings.

These systems offer an effective, contemporary alternative to traditional signage for the delivery of messages ranging from basic information to professional advertisements.

Mark Crumbacher, owner of the AV integration company, Custom Connections, recently completed two projects using digital signage for one of his customers. He installed a 2-display digital signage system in their corporate lobby and customer meeting area and he installed a 10-display digital signage system throughout their corporate office. The projects were small in scope but the tight timeframe posed some interesting challenges.

Project #1

Custom Connection's client was renovating the building's main lobby and customer meeting room. The client was exploring options to communicate information such as customer and visitor welcome messages, marketing signage, videos and advertisements, corporate history, and the products and services offered. Custom Connections recommended installing a digital signage display system that would allow the client to quickly and easily modify and tailor the content as needed.

The Challenges

The content for the signage was to be driven from a computer concealed behind a reception desk. The content would be VGA video (1024 x 768 XGA resolution) with audio and would be displayed on two 37-inch displays. One display would be located in the Corporate Lobby while the second display would be mounted in the Customer Meeting Room. The displays would be located at varying lengths, up to 100 feet, from the source computer, and the client wanted all cabling to be concealed from view. Custom Connections would not get access to the lobby until the remodeling was near completion leaving a short window of time to install and test the digital signage system.
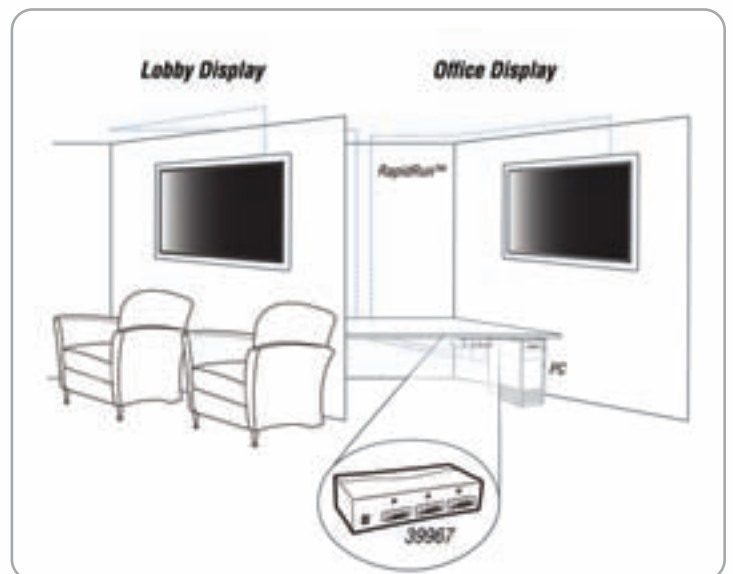
The Solution

Custom Connections decided that a VGA Splitter / Extender offered a solution that would best meet the client's needs. The VGA Splitter / Extender with Audio from Cables To Go™ would enable the source computer to drive multiple displays up to 210 feet from the source. The unit could easily be located behind the reception desk out of view from visitors. Mark further determined that the RapidRun™ modular cabling system from Cables To Go provided the optimum wiring solution to complement the VGA Splitter / Extender. The variety of RapidRun wall plate and flying lead termination options enabled Custom Connections to create an attractive appearance without compromising video integrity. RapidRun's revolutionary design offered Custom Connections the ease of cable routing attributed to bulk wire combined with the speed and quality assurance of a pre-terminated cable. Using Cables To Go solutions enabled Custom Connections to quickly install a system that met the functional needs of the client within the short timeframe allotted for installation.

Actual Lobby

Lobby Application Diagram

Service Through Every Connection

Project #2

Custom Connection's client was moving to a new facility and looking to make some upgrades to the building prior to the relocation. The customer was exploring options to communicate corporate information to employees such as daily sales updates, HR notices, new employee welcome messages, new product announcements and visiting customers notices. Custom Connections recommended installing a digital signage display system that would allow employees in different departments and different locations of the building to receive the same message at one time.

The Challenges

The content for the signage was to be driven from a computer based in a remote location in the building. The digital signage system needed the capability to move a VGA signal (1024 x 768 XGA resolution) to ten, 37-inch displays at varying distances up to 300 feet. While the system would primarily be used for video updates, the customer wanted the capability to distribute the accompanying audio signal to the displays. In addition, the customer needed the system installed and functioning in less than two months. As Custom Connections began to prepare and install the digital signage system, Mark encountered several issues that would affect his schedule. While the new building was contemporary in design, it had been remodeled and updated to meet the evolving needs of the previous and incoming occupants. The challenges Mark faced included brick firewalls, walls with many layers of drywall, drywall that was set up against modular walls (leaving little wall depth to run wires), and narrow pillars surrounding the steel I-beams where the customer wanted to hang many of the displays. Designing, installing and testing the system in less than 2 months presented a formidable challenge.
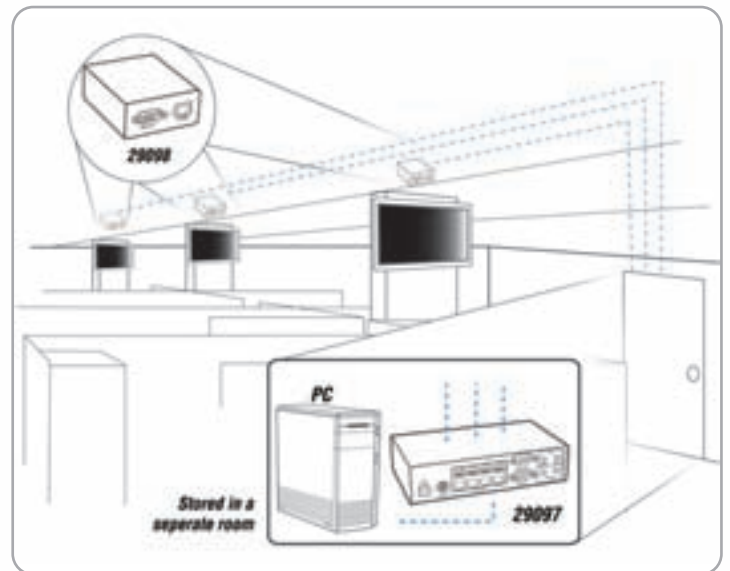
The Solution

Custom Connections decided that a VGA over Cat5E system offered a solution that would overcome many of the installation obstacles. The small diameter, flexibility and easy field termination of Cat5E cable would allow Custom Connections to quickly and easily install cabling in and through the structures of the remodeled building. Mark decided that the Minicom Audio Video Distribution System (AVDS), distributed by Cables To Go, would be the best fit for the application. The Minicom solution would enable Mark to extend a high resolution VGA and audio signal over shielded Cat5E cable, up to 360 feet. The optional AVDS Line Splitter allowed the system to easily scale up to 64 displays. In addition to the Minicom system, Custom Connections also purchased bulk shielded Cat5E cable, shielded RJ45 plugs, and an RJ45 crimping tool from Cables To Go.

Actual Office Space

Office Space Application Diagram

Cables To Go was able to offer suggestions and advice to help make the digital signage product selection fit the specific needs of Custom Connections. Because Cables To Go offers over 4,500 products in stock, Custom Connections was able to place an order Tuesday morning and receive the needed products the following day. This allowed Custom Connections to work more efficiently in a tight timeframe and in turn, finish the job on schedule.

AVAILABLE
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Distribution Amplifiers
by Impact Acoustics™