Display dynamic, targeted content at the right time to the right audience.

Reach audiences in more places with Verizon Digital Signage.

When it comes to getting all of your company's important messages out at the right time and in the right place, every advantage helps. More and more companies are turning to digital signage solutions as a way to grab attention and provide a constant stream of timely messages to customers, employees, visitors and others who interact with their brand.

Whatever your industry, our Digital Signage solution can help your marketing and communications strategy run more smoothly and with less worry. For many businesses, implementing a digital signage plan can be costly, complex and time-consuming. Plus, most signage systems rely on Wi-Fi, which can severely limit where displays can be placed and how quickly updates can be made.

The Verizon Digital Signage solution uses a 4G LTE–connected Media Player, combined with a cloud-based content management portal, and can be placed in high-traffic areas or other targeted locations—regardless of Wi-Fi availability. These displays deliver dynamic, attention-getting content that helps you reach customers in exciting new ways. The solution offers a new plug-and-play content and device management platform, so it's easy to control your signage ecosytem while on the go. Plus, it lets you control all your digital content in one place. Now you have a quick and simple way to promote your brand, create engaging customer experiences and complement your marketing and branding efforts in other areas.

Once deployed, you can use Digital Signage to deliver targeted messaging to your customers and workforce, such as current news feeds, employee training, informative videos, corporate communications and more. The solution provides a 4G LTE Media Player and wireless connectivity on the Verizon network that comes connected out of the box.

Digital Signage in action

Here's how it works: You upload still images, graphics, video in virtually any format or other digital content into the management platform using the solution's built-in design tools and templates. When you're satisfied with your content creations, you simply drag and drop them into place. The solution lets you view all your screens at once, so you can pick and choose the screens you want to use and the content to be displayed. Once the files are in place, they're delivered to the Media Player and ready for broadcast, including RSS feeds, social media posts, weather reports and more. You can then swap out assets whenever your campaigns change—all with little hassle and no coding experience required.

As for the actual digital signs themselves, you can place them in virtually any location. They connect over the Verizon 4G LTE network, so unlike Wi-Fi connectivity, you're not limited in how and where you use them.

After your campaign gets underway, Digital Signage includes a proof-of-play reporting portal that provides confirmation that your content is up and running. It also provides troubleshooting help if there's a problem, using real-time alerts that prompt you to take action. And you can track content from a smartphone or tablet using the solution's mobile app.

With our Digital Signage solution, you can:

- Add an easy-to-use, plug-and-play digital platform to your business to help reach customers in exciting new ways
- Share your brand story and deliver targeted marketing messages
- Manage signs using real-time alerts, viewable screenshots of playing content and the ability to remotely reboot devices
- Broadcast marketing content, including graphics, dynamic videos and more, just by dragging and dropping them into place
- Get 24/7 support and access to online technical resources

verizon✓ **business ready**

Supported content types

Currently supported file formats include DOC, GIF, JPG, PDF, PNG, PPT and XLS. For video files, both the H264 and HEVC video codecs are supported for displaying 4K and HD-resolution video, plus AVI, MOV, MP4, TS and WMV. We recommend that you apply the standard format conversion and optimization methods before uploading content to your media library.

Learn more.

Contact your Verizon Wireless business specialist to learn more about our Digital Signage solution or visit enterprise.verizon.com/products/internet-of-things/mobile-commerce/digital-signage/