



**IGNORING
THE SIGNS.**

SOLVED.

The majority of all communication is visual. Yet, many organizations still rely heavily on non-visual methods like e-mail, telephone systems, messaging and more to communicate on-premise. Even those that have adopted visual means of communicating find themselves using outdated

methods. This hinders their ability to update messaging in a timely manner. We can help you incorporate a cost-efficient, digital signage solution into your on-premises communication. Increasing your productivity, as well as achieving higher engagement with your audience.

FOLLOWING THE SIGNS.

The challenge is getting, and keeping, your audience's attention. From retail and healthcare spaces to corporate and public environments – every audience wants to stay informed. They want to know where they're supposed to go. What is being offered or how long they are going to have to wait. But keeping this information current can be difficult – and costly. Especially when your organization relies on outdated, paper-based solutions for displays.

SENDING A CLEAR MESSAGE

With digital signage, you have a relevant and current way to engage your audience. Large-format displays, strategically positioned in high-traffic areas, allow you a quick, easy way to communicate with large groups. When coupled with content creation and management software,

you get a system that keeps everyone updated with the latest information.

You can also incorporate multimedia content into your overall on-premises communication using media players. With sufficient storage capacity and processor speed, you can develop

several different video messages. Messages can share special offers in retail environments, provide entertainment in waiting areas, communicate brand messages, and much more.

COMMUNICATING THE BENEFITS

The ultimate goal of digital signage is to provide the right message to the right audience at the right time. When your content and signage achieves this, your audience feels educated, informed and entertained –strengthening the bonds of their relationship with your organization.

You may see such results as repeat visits, increased sales, stronger motivation or greater loyalty.

In addition to the engagement benefits, a strong digital signage solution improves your productivity and efficiency. With immediate

updates, you'll spend less time trying to ensure that everyone knows what is going on. And with digital signage, you'll eliminate printing and distribution costs. There simply will be no need to create and install new static signs.

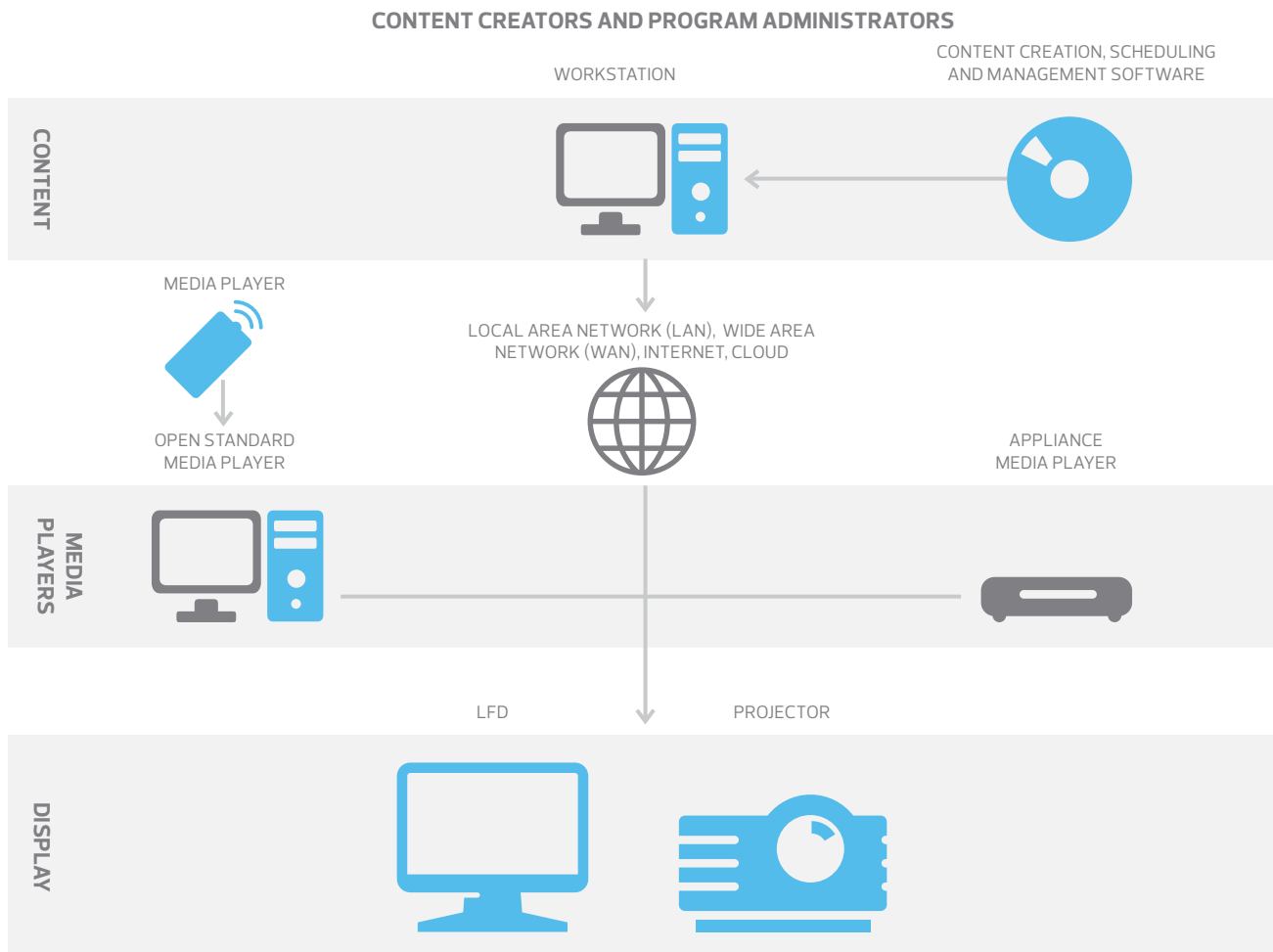
WE GET IT. AND WE CAN HELP YOU FIND A SOLUTION THAT FITS.

We have the expertise you need to implement a successful digital signage solution. We can help you build an integrated solution using our partnerships with leading vendors. Your account manager will help you select the right products for your unique situation. We can provide

you access to the expertise necessary to design a customized solution, implement your purchases and support the entire system. And our comprehensive approach allows you to reap all the benefits of your solution.

THE SUPPORT YOU NEED TO DESIGN A TOTAL DIGITAL SIGNAGE SOLUTION.

From choosing the right monitors and media players to selecting the right creative and management software, we'll be with you every step of the way.



THE POWER OF OUR PARTNERSHIPS.



NEC Display Solutions is an industry leader in digital signage and provides expertise in creating customized display solutions. With an array of large-screen displays to fit almost any business application, we can fulfill any digital signage need. NEC specializes in a variety of industries, including

corporate lobbies and wayfinding displays. NEC works as a general contractor by connecting clients with its Display Solutions Partners to help create the perfect fit for each application. Contact your CDW account manager for more information about how NEC can help you create dynamic digital signage.



Floor-to-ceiling signage solutions from Ergotron®? That's right, we've expanded our digital signage portfolio. Choose from a broad but simple selection of tilting, fixed, cantilevers, ceiling mounts or mobile carts that ensure you will meet most, if not all, of

your digital signage deployment needs. Ergotron's innovative line of display mounts and mobility products move the content to the audience, creating a powerful impact.



As a global provider of cabling and connectivity solutions, Cables To Go® offers a full line of A/V cables and connectivity products ranging from video splitters and extenders to rotating HDMI™ cables. Our award-winning modular cabling solution, RapidRun®, is an

innovative A/V cabling system that allows multiple signals over a single "Runner" cable, saving installation time and space. With over 6,000 products, free technical support and a lifetime warranty on all cables, Cables To Go is simplifying connectivity.



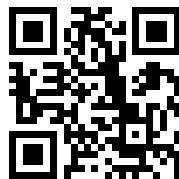
With a comprehensive selection of digital signage and video distribution solutions, Black Box® enables companies of all sizes to affordably implement effective internal and external visual communications. In addition to its iCOMPEL™ and MediaFlyer™ EXPRESS platforms for digital signage,

it offers extenders, splitters, switches, and converters, as well as cabling, mounts, enclosures and more. It also provides wireless solutions for presentation sharing in conference rooms. Black Box is exceptionally suited to bring you the total visual solution.



Since 1987, Scala has been pioneering digital signage. Scala is a leading global digital signage company providing software and advertising management solutions. By combining digital and traditional signage systems, Scala has become the world's first connected signage company, offering the leading platform for content creation, management and

distribution in digital signage networks. We understand your needs and budgets are unique. In fact, Scala has the digital signage software and ad management capabilities that can give your digital signs and traditional media a modern edge that has proven ROI, and we do it with price points to fit all budgets.



Scan to see how we can help you find a digital signage solution that helps your organization communicate clearly.

Contact your CDW account manager directly or call 800.800.4239. Or, visit the CDW Solution Center at CDW.com/digitalsignage for more information.

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