Digital Signage starter kit.

We're more than a software company, we're communication experts passionate about helping businesses, schools, and government organizations share messages that matter and keep their communities informed and safe.

This checklist outlines the key considerations that will help you build, refine, or expand an effective digital signage deployment. Whether you're exploring signage for the first time or looking to strengthen an existing deployment, use these prompts to guide your planning, spark new ideas, and ensure your communication strategy is set up for long-term success.

1. COMMUNICATION STRATEGY

- ◯ Define your audience and their needs.
- ◯ Identify specific high-traffic locations within your building(s) (lobbies, hallways, dining areas, offices).
- ◯ Define what success looks like (awareness, engagement, safety, wayfinding etc.).
- ◯ Messaging & Content Strategy: Determine what content you'll deliver and what existing creative tools you use.
- ◯ Content Creation Workflow: Identify who creates, approves, and publishes content.
- ◯ Consider campus-wide / multi-building deployment.
- ◯ Consider your emergency messaging plan (if one exists) and the role your digital signage should play in it
- ◯ Identify other audience end points such as conference rooms, desktops and personal devices.

2. TECHNICAL CONSIDERATIONS

◯ **Media Players**

Evaluate existing hardware and define performance requirements based on the type of content you plan to publish (static, video, data-driven, or interactive) to ensure you select the right media player for your needs.

◯ **Screens**

Decide which screens require portrait or landscape orientation, choose sizes based on space and viewing distance, determine whether interactive or touchscreen displays are needed, and ensure proper mounting, power access, and network connectivity.

◯ **Integrations**

Identify which systems you need to integrate with your signage (such as calendars, emergency alerts, or data feeds) and confirm they connect smoothly with your platform.

◯ **Security & Compliance**

Ensure your players and software meet IT security standards, plan appropriate permissions and access controls, and verify compliance requirements such as SOC 2.

3. ADDITIONAL CONSIDERATIONS

- ◯ Ensure software meets your accessibility standards.
- ◯ Confirm the vendor offers reliable, responsive support with clear SLAs.
- ◯ Verify training resources, onboarding help, and ongoing education is offered.
- ◯ Check that the system includes a library of templates or assets to jump-start content creation.
- ◯ Verify the system supports MDM & device management providers for remote monitoring and updates
- ◯ Ensure the platform can scale easily as your needs grow or change.
- ◯ Ensure the platform can extend messaging beyond physical displays supporting desktops, phones, tablets and screensavers where reaching personal devices is valuable.

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