



GOVERNMENT DIGITAL SIGNAGE

The power of digital signage can truly be harnessed by government institutions across multiple areas of their operations. Exceptionally large, widely dispersed, multi-functional and varied audiences are all hurdles a government institution needs to jump when considering its communication channels. Digital signage can narrow this down to a single channel managed from a central location.

Provide information on upcoming events and display key dates relevant to a particular community. Decrease perceived waiting times by providing infotainment and use the displays to show ticket numbers, improving the overall customer experience.

Cater for different languages, reduce print and distribution costs and improve internal communication between departments. Digital signage is a very versatile communication channel for Governments.

Important Considerations for Government Digital Signage

- 1. Who manages the network** – a digital signage network could run across multiple departments but this then raises the question of who manages what screens?
- 2. Security** – security is always front and centre for any Government based installation and digital signage software covers all bases through a powerful security engine.
- 3. Content** – who is going to create the content for each department?



manage from a central location

Goals of Digital Signage for Government

- 1. Improve internal and external communications** – digital signage streamlines communication channels by giving you the power to publish a message in real time to a pinpoint location.
- 2. Improve look and feel** – digital signage gives a facelift to the traditional means of communication and makes it more engaging.
- 3. Decrease perceived dwell time** – provide entertaining and informative content.

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