

# ONELAN Digital Signage

Balancing power  
with simplicity



# Engage your audience

# Improve your communication

Digital signage is a more effective method for communicating your message, providing significant cost savings and flexibility over traditional printed posters and notice boards.

With numerous studies showing significant improvements in sales revenue and product recall, Digital signage is now a key tool in solving an increasingly wide range of communication tasks and business problems, and has become as important as websites and brochures.

The correct use of video, animation, images and text to create timely, compelling, relevant and sticky content works to attract, retain and engage your audience. Easy to use design and management tools enable widespread adoption of an internal communications network within an organisation, and ensure content is always fresh, relevant and engaging.

ONELAN provides a rich platform on which any organisation can build their wider communication strategy, be it a single screen in a foyer, a wayfinder in a shopping mall or a large global retail network.



## Display applications



### Promotional Sign

- ◆ Advertising
- ◆ Promotional offers
- ◆ Branding
- ◆ Loyalty programs
- ◆ Employee training



### Noticeboard

- ◆ Activity schedules
- ◆ Internal communication
- ◆ Promotion of events
- ◆ Canteen menus
- ◆ Health and safety
- ◆ Performance feedback
- ◆ Community development
- ◆ Room scheduling
- ◆ Evacuation procedures
- ◆ Local instant messaging



### Hospitality TV

- ◆ Live TV, news, traffic feeds
- ◆ Weather information
- ◆ Visitor welcome messages
- ◆ Branding and promotion
- ◆ Queue management
- ◆ Opening hours
- ◆ Meeting room bookings
- ◆ Local instant messaging
- ◆ Training



### Interactive Sign

- ◆ Store directory
- ◆ Wayfinding
- ◆ Advertising
- ◆ Silent salesman

## Audio Applications

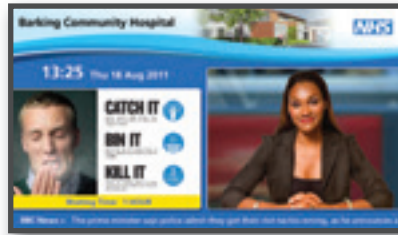
- ◆ In-store radio streams
- ◆ Music playlists
- ◆ Emergency announcements
- ◆ Store announcements

# Applications



## Education

- ◆ Universities
- ◆ Colleges ◆ Schools
- ◆ Training centres
- ◆ Libraries



## Health

- ◆ Doctors' surgeries
- ◆ Dentists ◆ Clinics
- ◆ Hospitals
- ◆ Pharmacies



## Government

- ◆ Regional and city councils' offices
- ◆ Police stations ◆ Courts ◆ Prisons
- ◆ Tourist information offices
- ◆ Military bases



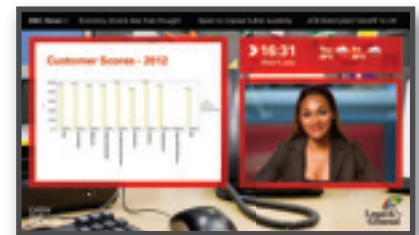
## Hospitality

- ◆ Hotels
- ◆ Restaurants
- ◆ Airport lounges
- ◆ Cafés
- ◆ Fitness clubs



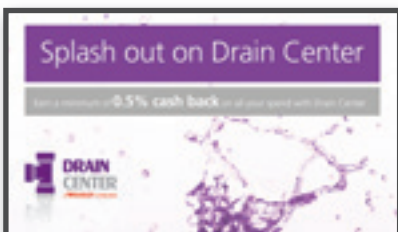
## Bank & Financial

- ◆ Bank branches
- ◆ Currency exchanges
- ◆ Trading floors
- ◆ Insurance brokers



## Corporate Communications

- ◆ Company foyers
- ◆ Logistics centres
- ◆ Manufacturing plants
- ◆ Call centres



## Retail & Out of Home

- ◆ Shops
- ◆ Shopping malls



## Entertainment & Leisure

- ◆ Theatres ◆ Museums ◆ Stadiums
- ◆ Leisure centres ◆ Casinos
- ◆ Golf clubs ◆ Ski resorts



## Transport

- ◆ Airports
- ◆ Cruise ships
- ◆ Hire car offices
- ◆ Ferries
- ◆ Rail and Bus operators



## About us

For over 10 years ONELAN has pioneered reliability, presentation flexibility, security and remote management with its range of signage players.

ONELAN continues to innovate in the market with its media communication platform that increases return on investment, reduces operational cost, and enables organisations to build and evolve their wider communications strategy.

ONELAN is creating better ways to connect systems and exchange information, providing a more relevant viewing experience that enables businesses to adapt to the ever changing world of video and digital media.

## Awards



**AV Awards Winner 2012** – ONELAN won the ‘AV Digital Signage Project of the Year’ Award.



**AV Awards Winner 2011** – ONELAN won the ‘Digital Signage Manufacturer of the Year’ Award.



ONELAN was awarded the **“Queen’s Award for Enterprise 2012”** in the International Trade category.



ONELAN was awarded the **“Queen’s Award for Enterprise 2010”** in the Innovation category.



Andersen House, Newtown Road, Henley-on-Thames, RG9 1HG, UK  
 T: +44 (0)1491 411 400 F: +44 (0)1491 579 254 E: sales@onelan.com