



Article published on April 4th 2012 | [Software](#)

Static display boards were functional but needed regular manual assistance. Contents were also one-dimensional. Due to static nature, information lack and miscommunication were more common. Digital signage is a relief in that sense. Digital or electronic displays save time, need least manual interaction, convey varieties of information through single unit and cut costs.

Digital Signage are everywhere today. They display information, adverts, entertaining programs, menus and other messages. There are interactive versions too with touch screen display units. A typical digital signage system sports electronic display, media player and central content management (CMS) system. Digital signage could be in stand alone form; or as an array of signages with a single CMS. Manual participation is lot less.

There is hardly any sector which can not and does not use digital displays.

Aviation

Earlier there were static manually operated displays. Real-time information like flight delays, arrival-departure schedules, baggage losses, immigration process were too critical to handle with static board. Digital signages have made things easier. Besides, commercial promotions within the terminals are also sharing these displays. This saves lot of cost and space.

Education

Admission procedures, campus updates, campus-facility usage are some of the key information education institutes need to communicate. Digital signage solves the problem with absorbing contents.

Healthcare

Hospitals and clinics use digital displays to communicate vital information on patients, doctors, medical updates and emergency notifications. Specially in emergency cases, these displays work best to cut down miscommunication and time-waste.

Public transit

Public transits are fast growing as user of digital signage. Cabs, railways, public bus services are making most out of these displays. Showing directions, promotions, service information and emergency notifications are just a few.

Retails and Malls

This sector always faces ever-increasing need to communicate information and promotions to shoppers. Old-fashioned static display boards often fail to keep pace with growing flow of information. Digital signage solves this problem. With entertaining and dynamic contents, electronic displays are effective media to promote products too.

Hospitalities

Hotels, cafes and restaurants are also making use of digital signage to communicate with

customers. Budget hotels display check-in and check out procedures and other information on electronic displays. It cuts staff costs. Interactive signages also allow users to retrieve information as per their need.

Entertainments

Multiplex and theatres are using digital signage to promote films. Unlike static banners, electronic signage displays movie trailers. That attracts more viewers's™ interest.

Corporations

Along with public displays, digital signages are making way into private spaces like corporate offices. Purpose is to communicate real-time events and updates effectively with employees.

Article Source:

<http://www.articleside.com/software-articles/digital-signage-uses-in-different-sectors.htm> - [Article Side](#)

[Digital Technology](#) - About Author:

Digital technology is a technology blogger and keeps track on the latest updates for the world of science and technology. In this article he has discussed about the various uses of a [Digital signage software](#).

Article Keywords:

Digital signage, digital signage software