



DIGITAL SIGNAGE  
SOLUTIONS FOR YOUR  
BUSINESS

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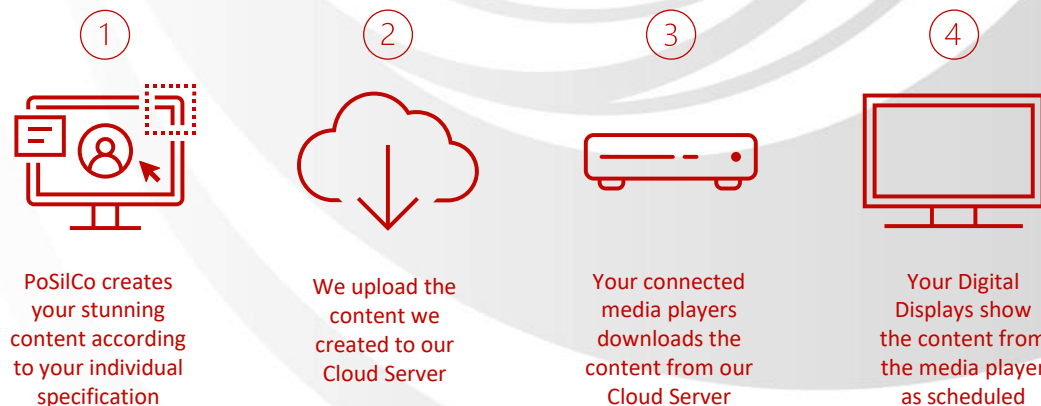
PROMOTE  
INFORM  
SELL MORE

# WHAT IS DIGITAL SIGNAGE?

Digital signage is digital video content or images and text displayed on a screen. The solution allows fantastic flexibility and has the potential to have a powerful impact on your business.

In place of traditional print advertisements, menus, posters or signs, the digital images and video that make up the signage are displayed on a high-definition screen, or series of screens.

Content is uploaded to a cloud connected media player that delivers the content to the screen. Software on the media player determines how and when content is displayed on the screen.

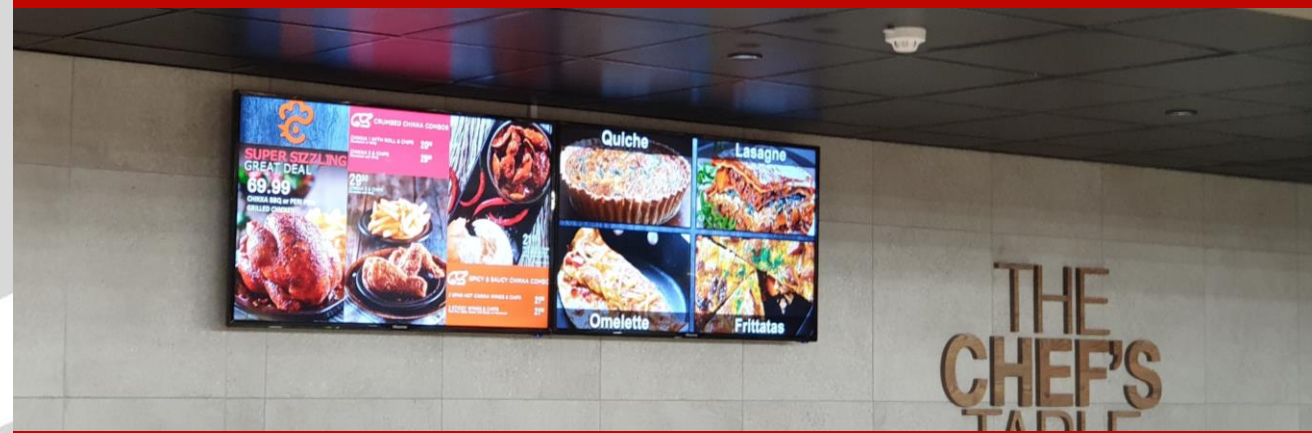


ENSURE BRAND CONSISTENCY

HIGHLIGHT PROMOTIONS AND UPSELL

DRAW TRAFFIC TO SPECIFIC AREAS OF YOUR STORE

SHARE INFORMATION



# WHY POSILCO MEDIA?

Here at PoSilCo Media we have over **17 years' experience** in creating digital content. As a true end-to-end provider, offering media player hardware, brand and advertising consultation, content creation, content scheduling and support. **PoSILCO is experienced, knowledgeable & reliable. What more could you ask for?**

ENGAGE CUSTOMERS  
INSPIRE PURCHASES  
GROW SALES



## END-TO-END PROVIDER

Hardware, software, screens, service, installation, content strategy and content design – you name it. PoSilCo covers all of your digital display needs.

## RELIABLE

Our rugged media players, software and cloud servers are designed for maximum reliability and performance ensuring that your screens never go dark.

## FAST & RESPONSIVE SUPPORT

Enjoy responsive technical support by phone, WhatsApp or email, online troubleshooting and onsite support.

## CONSULTATIVE APPROACH

We offer consultation on screen placement and content to help you get the most out of your digital media displays and create the best possible customer experience.

# DRIVE LOYALTY INCREASE SALES



UPSELL AND CROSS-PROMOTE MORE EFFECTIVELY.

MAXIMIZE SPACE WITH SCHEDULING.

REDUCE COSTS AND TURNAROUND TIMES.

EASILY COMPLY WITH MENU LABELLING LAWS.

IMPROVE MENU VISIBILITY AND STREAMLINE ORDERING.

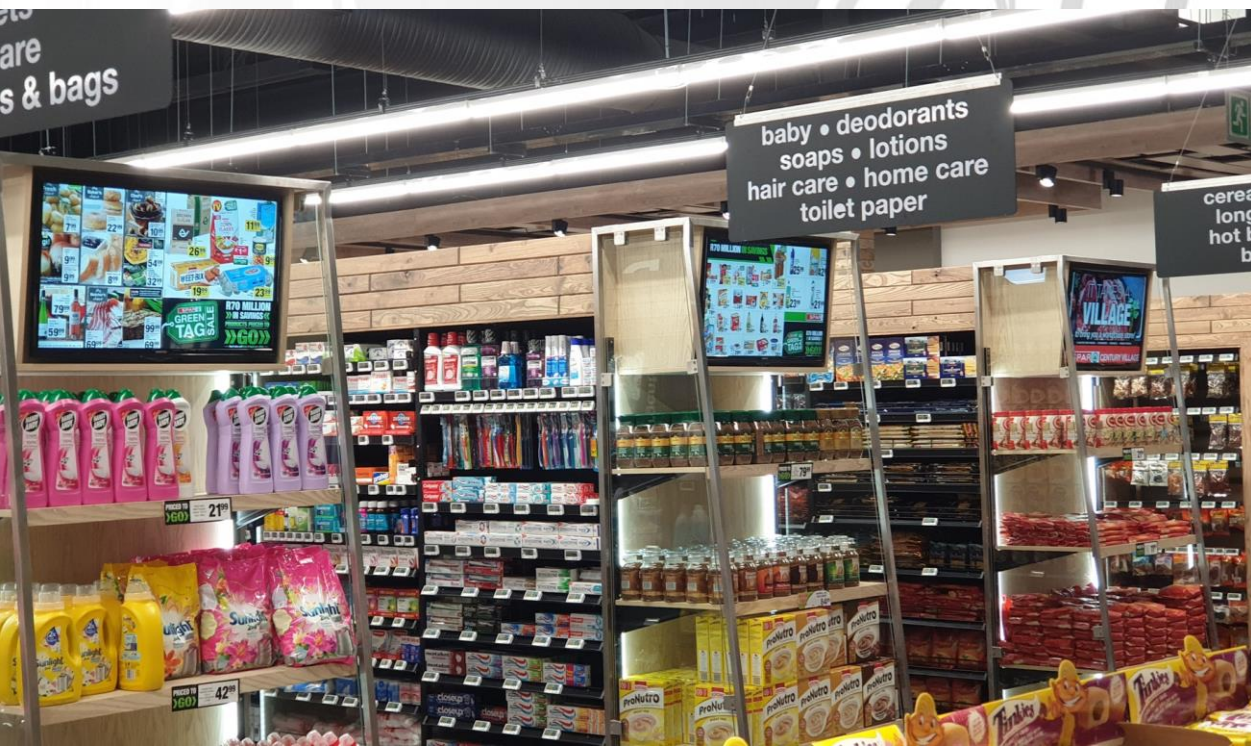
REDUCE PERCEIVED WAIT TIMES.



# SOLUTIONS

## DIGITAL MEDIA DISPLAYS FOR YOUR BUSINESS

No matter what industry you serve, you have a need for digital media displays and PoSilCo has an affordable and reliable solution for you.



Here is a list of just some of the application possibilities. But in reality the application possibilities are endless.

### **RETAIL, HOSPITALITY, AUTOMOTIVE, HEALTH & LEISURE, SALON & SPA**

Product Pricing and Promotion, Cross Selling and Information Delivery.

### **QUICK SERVICE RESTAURANTS, RESTAURANT & BAR**

Digital Menu Boards, Upselling and Promotions.

### **REAL ESTATE**

Display multiple properties with slideshows or virtual tours with property details at your agency premises. No more print and stick non engaging adverts in the window.

### **WORKPLACE DISPLAY SOLUTIONS**

Recognize a job well done, display job postings and safety tips or share HR information.

### **PLACES OF WORSHIP**

Create greater awareness, communicate your mission and keep members informed.



**CONTACT US TODAY FOR A  
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