



# Digital Signage Advanced Communications Solutions

Digisplay specializes in interactive displays and beautifully designed visual communication applications. We've developed applications specifically for corporate communications, wayfinding, kiosk design and more.



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# Who We Are

- Digisplay, LLC: Founded in 2003
- Digital Communications Technology & Consulting Firm
- Centralized Operations in the Greater Philadelphia Area
- Our Expertise:



**Digital Signage  
Communications Tech Solutions  
Strategic Display Consulting**

## What We Do

Digisplay specializes in partnering with organizations to consult, plan, design, and build strategic digital communication solutions. We've developed structured guidelines and advanced applications for interconnected billboard displays, call center data screens, corporate communications museums, kiosk design and more. We provide solutions that help clients like you:

- Leverage technology to efficiently distribute corporate communications
- Improve your visitors' experience with interactive and engaging content
- Facilitate delivery of high-resolution real-time information
- Present solutions which react to dynamic data and external conditions
- Offer wayfinding and creative media content



## Featured Digisplay Projects



### **Client:** AmeriHealth Administrators

Competed with 10 other multi-media suppliers to provide enterprise-wide digital signage solution for this PA based healthcare firm.

Provided 641 software licenses, a real-time custom call center application, weather feeds, display and drive system hardware, production services, training, installation, support and custom programming for this 5-year engagement.



### **Client:** Independence Blue Cross

Introduced Digital Signage technology and ultimately installed and implemented 100+ displays ranging in size from 46" - 55" throughout the enterprise.

Provided 100+ software licenses, a real-time custom call center application, display and drive system hardware, production services, training, installation, support and custom programming for this 6-year engagement.



### **Client:** Hersheypark & Hershey Entertainment

Introduced Digital Signage technology and provided some of the first outdoor signage in the industry, including 3-sided outdoor kiosks as a part of the introduction of their Boardwalk addition.

Invented a cooling solution using integrated radial fans for adapting LCD/LED technology to 100+ degree midsummer heat. Worked with NEC Display Solutions and other partners in this highly complex and challenging project. Served as Project Manager, in addition to technical integrator and content provider.



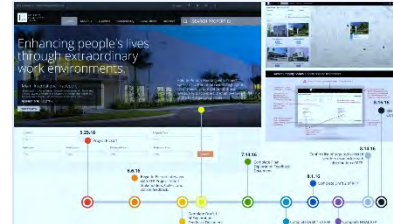




## Client: Liberty Property Trust

Lead internal and external project teams in consulting for the development of their new corporate website, representing \$8.5 billion in real estate and 99 million square feet of industrial and office space throughout the United States and the United Kingdom.

Directed RFP efforts and the final selection of development partners.



## Individual Project Experience



## Client: One Liberty Place

Served as IT Director for PHH Interspace which was one of the corporate interior designers for the planning and asset management across multiple floors of this landmark, 1.2 million square foot project. Worked with design teams in all aspects of the CAD integration and technical resources for the project.



## Client: TD Bank

Was hired when multiple data integration issues emerged as Commerce Bank was acquired by TD Bank. Wrote custom middleware and provided high-level data translation skills and custom reporting to support Real Estate department forecasting and planning when internal resource capabilities were surpassed. Was retained for 18 months in this role and helped to train permanent staff to assume the role once the situation was stabilized.





## Client: PECO Energy Company

PECO, founded in 1881, is Pennsylvania's largest electric and natural gas utility. Headquartered in Philadelphia, PECO delivers energy to more than 1.6 million electric customers and more than 516,000 natural gas customers in southeastern Pennsylvania.

PECO engaged Digisplay to assist in the research and analysis of the present condition of their Crown Lights (digital display wrapping the top "crown" of the building). Thereafter, Digisplay was to present recommendations in three distinct but connected components that comprise the Crown Lights:

### 1. Hardware Infrastructure

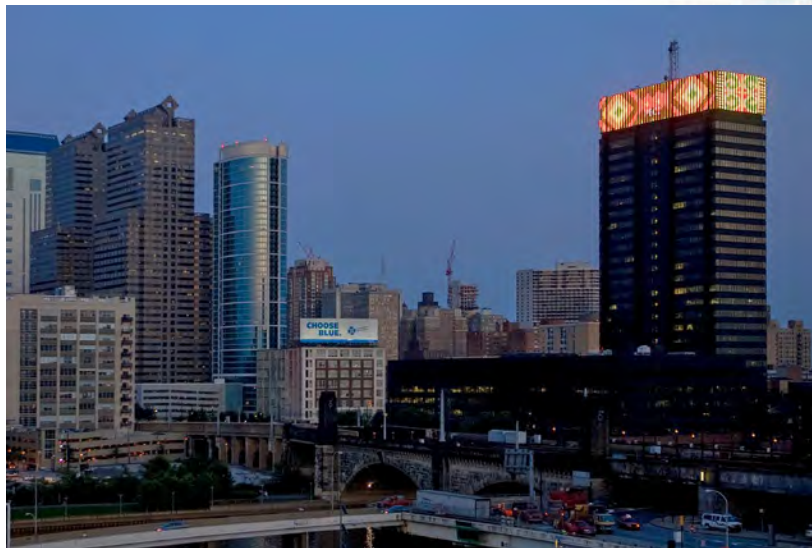
including active display hardware components, structure, power supplies, controllers, content PC's and Player PC's. Logistics regarding engineering and installation feasibility, timing and cost.

### 2. Software Platform

including server-side software, client content production software, player software and any feeds, utilities, etc. that comprise the environment, and new options such as integrating smart media.

### 3. Process Analysis

focusing on streamlining the phases involved in receiving the request through to displaying the content as a crucial components to the overall solution.





**Digisplay**

# Core offerings include:

- Strategic Display Consulting
- Patient Communication Screens
- Corporate & Market Information Screens
- Touchscreen & Kiosk Applications
- Website & Branding Solutions
- Call Center Data Visualization



# Digisplay

- We help you manage the distribution of data throughout your organization
- Publicize current and future events
- Feature up-to-date products and services
- Make your visitors' experience smoother and more engaging
- Facilitate delivery of rich content, high-resolution media and real-time information.
- Present solutions which react to dynamic data and external conditions
- Offer wayfinding through your site or facility
- Strategic display and build-out consulting

