Panasonic Digital Signage Solutions
The right partner for system design and deployment.

SOLUTIONS FOR DIGITAL SIGNAGE

We invite you to find out more about why Panasonic can best meet and exceed your digital signage requirements.

We honed in on the entries that really stood out in showing us not just technology packages but how digital signage and DOOH best practices are playing out, in the field, with real-world solutions and products.”

David Keene,
Editor of Digital Signage magazine

The Panasonic LFP30 Series won the 2012 Best New Generation Display Device, Large Screen category, award from Digital Signage magazine. The honor was in recognition of product excellence and performance in real-world applications.

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We have a fully integrated, high-performance digital signage network that meets your goals and objectives requires high-level planning and flawless execution. Panasonic, through its worldwide resources, acquisition and testing capabilities, is able to offer a higher degree of full compatibility and performance. By bundling the best-matched, performance-certified components, we can offer cost advantages and economies of scale, in addition to guarantees you won’t find anywhere else. Contact us to understand our Panasonic Finance Solutions for flexible payment structures that fit your budget.

TALK TO PANASONIC ABOUT YOUR DIGITAL SIGNAGE PLANS

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Your single-source provider for integrated end-to-end solutions

Panasonic offers a wide range of Digital Signage Solutions, from all-inclusive bundled solutions for simple deployments to custom-designed enterprise networks comprising hundreds of locations, thousands of displays—all designed to maximize your ROI.

No matter what your messaging objectives, Panasonic provides the world-class hardware, software, installation and support to achieve your goals. We are uniquely qualified—with our network of best-in-breed products and services—to deliver greater efficiencies, true scalability and unmatched value for the planning, deployment and ongoing operation of your digital signage system.

The Panasonic Difference—Full System Accountability and Warranty

For large, custom-designed enterprise networks, Panasonic Digital Signage Solutions have a dedicated project manager as a single point of contact with full responsibility for your system. Help is available 24/7/365 via the Web and a dedicated hotline to ensure performance of every component in your digital signage network.

Dedicated technicians provide remote diagnostics and troubleshooting, along with remote rebooting and repair capabilities. There is onsite technical troubleshooting for repair/replacement and swap service. Panasonic warrants all equipment and software—including all third-party elements—for total accountability and mission-critical support.

Digital Content

Whether your goal is to promote, inform, alert, educate or entertain, Panasonic has the content management resources to achieve your objective. Our partnerships with the leading names in digital signage software and media players let us bring you the latest, most innovative, highest-performing applications on the market. Whether incorporating still images, full-motion graphics, broadcast-quality video or RSS feeds, we provide the customized capabilities that deliver the results you want.

Advertising/Promotion

From real-time messaging on specific product points and pricing that can be changed or altered instantly to messages that can be updated by region, store, availability and more, you’re in control. We’ve got some of the most powerful messaging delivery architecture available—with advanced reporting that lets you track and confirm advertising schedules. Optional tools are available for Anonymous Analytics that allow network tracking of customer response to specific ads without a persistent record of the actual person being reported.

Information/Notification

Keeping your audiences informed and advised of alerts and status updates has become an increasingly important function of digital signage. Panasonic can let you deliver up-to-the-minute information that notifies visitors, staff and others in real time. Manage expectations, direct crowds and keep lines moving quickly and orderly.

Live Video/Entertainment

Wherever people gather—from bars and restaurants to transportation hubs, medical centers and more—broadcast TV and customized programming can engage target audiences. Whether it’s increasing the time customers spend in a business or decreasing perceived wait time, you have an attentive, receptive audience. Onsite promotion of menu items, services and third-party advertising can all be featured.

Wayfinding/Product Information

Accessing information interactively through touch screen technology is being adopted everywhere. Conference centers, campuses, hospitals, government agencies and more are using digital signage to direct, answer common questions and provide continuously updated information. The benefits are reduced frustration, freed-up staff and increased sales.
Solution Packages

**Basic Signage**
- 1-10 displays/projectors
- No server/monthly costs

**Client Managed Network**
- 10-100 displays/projectors
- Server required
- Enterprise network

**Fully Managed Network**
- 100+ displays/projectors
- Designed to end-user requirements
- Software as a Service (SaaS—monthly management fee)

**Complex Signage Solution**
Designed for multiple locations, many displays and projectors are all managed centrally by a small team of operators for content distribution and remote management. These solutions run from a central location sourcing multiple screens from a single user interface. The server solutions can either be hosted in the local server farm or remotely from the Panasonic server farm as Software as a Service (SaaS) Solution. These optional configurations allow flexibility in support of various business models, capital and operational expense considerations and for sensitivity to IT security concerns.

Applications: Out-of-home media networks, food services, corporate, education, financial, government, hospitality and retail networks.

**Display and Projector Technology That Puts You in Control**

**Digital Signage Displays**
Panasonic offers the widest selection of digital signage displays available. From 42- to 152-inch Full HD plasmas to semi-outdoor, water- and dust-proof LCDs that can operate in temperatures down to -4°F, no one offers more ways to get your message seen than Panasonic. Add operational advantages like brilliant 700 cd/m² brightness ratings for easy viewing in brightly lit spaces, plus design advantages like slim, narrow bezels and rear speakers, vertical and horizontal mounting options, and tamper-resistant control locks—and it’s clear why Panasonic is the digital signage leader.

Panasonic SLOT2.0 architecture on selected LCDs and plasmas greatly expands the displays’ range of digital signage applications. SLOT2.0-equipped displays allow you to mount a variety of powerful plug-in PC boards to suit your application in a fully contained Digital Signage Solution.

**Touch Screen Overlay Panel**
Interactive digital signage solutions are offered through touch panel options on select displays. Multi-touch overlay screens allow for accurate, reliable touch response for a variety of applications. These include interactive kiosks, public wayfinders and interactive outdoor advertising.

**Digital Signage Projectors**
Panasonic has several projectors capable of delivering digital signage solutions that allow 100-, 200- and 300-inch or even larger oversized images to come to life with dynamic vibrancy.

Depending on the model, Panasonic large venue and installation projectors deliver up to 16,000 lumens of brightness—making them ideal for digital signage applications aimed at audiences in the hundreds or even thousands. Many Panasonic projectors are equipped with multi-lamp optical systems, allowing 24/7 operation for uninterrupted advertisement or message exposure.
Our suite of digital signage services

Design and Build-out
- System architecture and design
- Purchasing, logistics and warehousing of all equipment
  - Hardware/software compatibility testing
  - Remote device control integration for system management and remote diagnostics
- Media player staging
- System installation and integration
  - Including integration of content management system to accept electronic notifications, equipment issues, creation of tracking notifications and resolution
- Customer acceptance testing
- Customer training and launch

Ongoing Digital Signage Services
- Content creation
- Content management
  - Administrative rights for accessing content and displays by network, region, location and screen
- External data integration
- Maintenance and support (remote and field)

Remote Maintenance and Support
- Network Operations and Data Center
  - 24/7/365 support via toll-free technical hotline
  - Remote network monitoring and management
  - Host application and store content
  - Dedicated technicians for remote diagnostics, troubleshooting, rebooting and repair
  - Trouble ticket generation and tracking through all aspects until resolution

Field Maintenance and Support
- Dispatch service integrated with call center
- Onsite technical troubleshooting—problem assessment, repair/replace for all equipment
- Swap service for all equipment
- Preventive maintenance service—reoccurring service to maintain peak performance
- Asset management tracking
  - Extended warranties
  - Custom service level agreements