Dell Digital Signage

Dell simplifies digital signage by providing the complete digital signage solution — hardware, software, and services — customized for the unique needs of your organization. We specialize in developing digital signage solutions that let you manage your communications at any level and change content at a moment’s notice.

The Complete Digital Signage Solution
Dell simplifies digital signage by offering the complete digital signage solution from one trusted, open standard provider. And you get a single point of contact for the entire process, which includes:

- Hardware for content delivery
- Software for content creation and management
- Services for installation and ongoing support

Customized for Your Needs
Dell offers a variety of hardware, software, and service options and performs an on-site assessment to develop a digital signage solution customized for your needs and budget. Dell can:

- Identify the best possible hardware— display brands, sizes, and features and Dell systems and servers to meet your requirements.
- Provide a choice of software ranging from simple, locally distributed content management to enterprise-class managed networks spread across the nation or globe.
- Manage installation and post-sales technical support for 10 displays— or 10,000.

One Solution. Infinite Possibilities.
Software to Create and Manage Content

Dell Digital Signage partners with best in class software providers for a choice of software capabilities ranging from simple, locally distributed content management to enterprise-class, managed networks spread across the nation or globe.

Cloud vs. Premise-based

Choose between a cloud or premise-based software solution. With a cloud solution the software company hosts the software and you upload the content which is then pulled down via the Internet. Premise-based software is installed on your server and your server pushes content out.

Content Creation and Management

Our software partners’ solutions offer a variety of capabilities, including open standard content creation, so you can import content from Adobe®, built in design templates, management of sophisticated content play schedules, and support for rich media, split screen and live data.

Software Partners

nanonation
Flexible, scalable signage solutions

nexus on demand
Enterprise application management
Large Format Displays
Dell Digital Signage can help you identify the best possible display brands, sizes, and features to fit your needs and budget, no matter how demanding your environment or application. Dell—the world leading provider of flat panel displays—partners with best in class display manufacturers Samsung and NEC to provide a choice of display features and capabilities.

• **Commercial and Consumer Displays**
  Choose from commercial and consumer displays that offer a selection of built-in features such as button lockout, ability to run 24/7, automated turn-on and off, and enhanced video color, extended service plans with true business support line, and ability to network, locally store, and stream content including HDTV.

• **Display Size**
  Choose from large-format display sizes from 32” to 108” or video walls made up of hundreds of TVs showing a single message.

• **Touch Screen**
  Touch screens and interactive displays can drive user immersion, brand recognition, upselling opportunities, and analytic based metrics.

• **LCD vs. Plasma Displays**
  Plasma displays offer truer color, lower price, and faster response, while LCD displays offer slimmer design, lower power consumption, work well in ambient light, and avoid burn-in.

• **Enclosures**
  The proper enclosure can protect your digital signage monitor from many external factors such as inclement weather and debris buildup.

Hardware Partners

**Samsung**

Samsung displays offer superior viewing, outdoor readability, thinner edging (bezels), air-tight encasing, temperature uniformity and a variety of sizes for a strong visual impact in virtually any environment.

**NEC**

NEC is a leader in commercial-grade, large-format displays.

**Chief Mounts**

Chief display mounts help to speed installation time as well as provide strength, flexibility and ease of use.
Dell Digital Signage identifies the best possible hardware to meet your requirements.

**Dell Desktops**  
Manage your content and digital signage application from any Dell PC with access to the network or internet.

**Dell PowerEdge Server**  
Use your existing network infrastructure or Dell Digital Signage can identify the Dell PowerEdge server configuration to best meet your requirements— from one central server managing content on a network across multiple remote locations, to one server for each location for non-networked, locally managed content.

**Dell OptiPlex™ Media Player**  
The Dell OptiPlex makes an ideal media player, providing flexibility, scalability, and power for a rich image experience.

**OptiPlex 990**  
Get business-class performance in a flexible design with the Dell OptiPlex 990 desktop. With four chassis options, this secure and easy-to-manage desktop can integrate seamlessly into virtually any office environment.

**OptiPlex 790**  
Bring easy-to-implement security features, manageability and services to your organization with the Dell OptiPlex 790 desktop computer.

**OptiPlex XE**  
The Dell OptiPlex XE is designed to run 24/7 in enclosed spaces and to limit downtime normally associated with dust removal.

**PC Board**  
Used with select displays’ expansion slots, a PC board eliminates the need for an external PC, cabling, mounting and power supply. It provides for clean, hidden integration, while reducing the bill of materials needed for installation and eliminating the need to hide hardware equipment.

*Please consult minimum hardware requirements for processors used as digital signage media players*
Dell Digital Signage can manage the entire process — for 10 displays or 10,000.

**Onsite Assessment**
Dell Digital Signage can perform an onsite assessment to develop a digital signage solution customized for your needs and budget.

**Project Management**
We can manage the entire project, including hardware and software deployments, giving you a single point of contact for the entire project.

**Installation**
Our experienced technicians can install your displays onsite in new or existing structures, ensuring a fast installation process, no matter the size of your deployment.

**Creative Services**
Work with our professional services team to help develop multimedia content, customized applications, or design eye-popping visuals for your digital signage application.

**Training**
We offer comprehensive training programs to manage your network infrastructure and software applications.

**Support**
A robust suite of lifecycle support options includes technical and sustaining support.
Signage Usage Examples

Dell Digital Signage for Corporate & Manufacturing
Communicate with employees and visitors alike from the lobby to the factory floor.
- Communicate with employees in common areas
- Transmit goals and performance to employees on manufacturing floor
- Upgrade the look of your lobby with displays that inform customers, vendors, and other visitors
- Display directions and maps

Dell Digital Signage for Healthcare
Whether you’re a small clinic or a large hospital, it’s never been easier to communicate with patients and staff.
- Provide information in medical facility waiting rooms
- Educate patients with animated examples of procedures and diseases
- Display directional information and maps
- Dell can also provide options for display of medical imaging and x-rays to patients

Dell Digital Signage for Education
From emergency notifications to sporting event scores, communicate effectively with your entire campus.
- Emergency notifications and instructions that can override content in specific areas at a moment’s notice
- Information on special events and guest speakers tailored to campus areas or departments
- Dining facility menus
- Sporting event notices and scores

Dell Digital Signage for Public Facilities
From state licensing departments to public transportation facilities, deliver information quickly and clearly to your visitors.
- Schedules and route information
- Engage in multilingual communications
- Emergency notifications and instructions
- Directional information and maps
- Office and service hours

Dell Digital Signage for Retail
Grab your customers’ attention and sway their purchasing decisions when they’re ready to buy.
- Tailor your message to your customers based on a certain time of day, a specific in-store area or specific store location
- Change your message based on sales results and specials, and help enhance upsell and impulse purchases
- Offer rich media for co-op advertising programs and other paid advertising by vendors
- Control content locally or from national headquarters in real time

For more information on Dell Digital Signage please contact your Dell account executive or visit Dell.com/digitalsignage