



Why even small businesses should be using digital signage

Getting started with digital signage doesn't have to be overwhelming.

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Contrary to the belief that digital signage is only for large corporations, modern digital signage solutions are highly accessible to small businesses. Whether it's a specialty retail store, mom-and-pop restaurant, or small-town service provider, digital signage can transform how small businesses communicate with customers to showcase their offerings, improve their brand presence, and boost sales.

Still, adopting new technologies can seem daunting due to budget constraints or concerns about complexity, but it doesn't have to be that way.

Here are a few reasons why even small businesses should embrace digital signage:

Cost savings: One of the most significant advantages of digital signage is its cost-effectiveness. Unlike traditional printed advertising materials that need constant updating, digital signage allows for easy, real-time content changes. This flexibility means businesses can display promotions, offers, or seasonal content without the cost of reprinting posters or flyers.

There may be an up-front investment in screens and software, but once installed, digital signage eliminates the recurring cost of print media. Moreover, reducing waste associated with paper and ink offers an eco-friendly alternative that can appeal to environmentally-conscious consumers.

Attention-getting capabilities: Digital displays grab attention more effectively than static signs because they incorporate motion, bright colors, and video content. According to statistics published on the trade news site Sixteen-Nine.net, Of the 70% of Americans who recall seeing a digital video display in the past month, 47% specifically recall seeing an ad.

For small businesses, this enhanced visibility can directly lead to increased foot traffic and higher sales. For example, a restaurant displaying a vibrant digital menu with enticing images of its dishes can entice passersby to stop in and order. Similarly, retail stores using digital displays to showcase promotions or new arrivals can engage shoppers more effectively, leading to impulse buys.



Photo: Adobe

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Real-time updates: One of the standout features of digital signage is the ability to update content in real time. This is especially beneficial for small businesses that must adapt quickly to market changes, promotions, or customer preferences. With digital signage, you can instantly adjust prices, display limited-time offers, or promote events with just a few clicks, ensuring your messaging is always current.

For restaurants, real-time updates mean the ability to instantly change menu items based on availability or showcase time-sensitive deals such as happy hours on a moment's notice. Retail businesses can update inventory information, promote flash sales, or even highlight customer reviews instantly. This level of flexibility allows small businesses to stay agile, which is critical in today's competitive market.

Sales increases: Digital signage doesn't just capture attention; it also influences purchasing decisions. The ability to showcase high-margin products, promote special deals, and highlight complementary items can encourage customers to make additional purchases. Other statistics referenced on Sixteen-nine.net indicate that 19% of consumers surveyed say they have made unplanned, impulse purchases of products they've seen advertised digitally.



Photo: Adobe

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For example, a coffee shop could use digital signage to suggest pairing a pastry with a coffee order, or a clothing boutique could showcase accessories to go with a featured outfit. This strategic use of digital content can lead to impulse purchases and increase the average order value, which is crucial for small businesses looking to maximize revenue.

Improved customer experience: Today's customers expect more than just a transaction; they want an experience. Digital signage can enhance the customer journey by providing helpful, relevant, and entertaining content. Whether it's a digital menu board that makes ordering quicker and more interactive or an informative display in a waiting area, digital signage can enhance customer satisfaction.

For small businesses in the service industry, such as salons or auto repair shops, digital signage can be used to display wait times, educational content, or promotional offers, making the wait more enjoyable. For retail stores, interactive digital displays can offer customers detailed product information, reviews, or suggestions, creating a more engaging shopping experience.

Digital signage also allows creative and visually impactful ways to showcase your brand's personality and values. Whether through storytelling, displaying customer testimonials, or promoting community involvement, digital signage can consistently communicate your brand's message.

Additionally, using high-quality visuals, video content, and motion graphics, digital signage helps add to a memorable brand experience. Small businesses can also use this platform to share social media handles, encouraging customers to engage with the brand online and further extending their marketing reach.

And by integrating with social media or customer feedback platforms, digital signage can display live updates or reviews, which can attract potential customers by showcasing positive experiences. Research shows that businesses using personalized digital content have a higher chance of converting first-time visitors into loyal customers.

Ease of implementation

One of the main benefits of digital signage, along with those listed above, is the ease with which any business operator can set up their own network.

When it comes to software, there are affordable options available, ranging from cloud-based digital signage platforms with mind-boggling capabilities to free solutions that are easy to install. Most digital signage software doesn't require technical expertise, making it easy for small business owners to manage and update their content.

When it comes to hardware, a commercial-grade display is recommended, but for those on a budget, an off-the-shelf flatscreen TV will allow one to embark on the digital signage path. Pair that with a digital signage player, and you're off.

Digital signage players come in various shapes, sizes, and capabilities, but there are models designed for those just starting with digital signage.

For example, the SI-212-N entry-level digital signage player from IBASE Technology can serve as a foundation for small players seeking to boost their business with digital signage. IBASE has won numerous awards over the years for products in the computing and digital signage arenas.



Photo: IBASE

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The SI-212-N is an industrial-grade, fanless, rugged digital signage player system measuring just 22.5 mm thick for easy mounting. The player incorporates an Intel® Atom® x7000E Series / N-series/ Core™ i3-N305 processor (formerly Alder Lake N) and runs on either the Windows 10/11 IoT Enterprise or Linux Ubuntu 64-bit operating system.

Deployers can connect two 4K displays via HDMI 2.0b connections, with built-in CEC and hardware EDID (extended display identification data) emulation functions to prevent screen convergence problems and issues due to cable disconnection or failure to identify EDID.

The SI-212-N also comes with IBASE's unique iSMART intelligent energy-saving and Observer monitoring technologies that feature automatic power on/off scheduling, automatic power recovery, low-temperature boot protection, and hardware monitoring. Standard features include 1x DDR5-4800 SO-DIMM, dual channel memory, max. 32GB, 1x M.2 E-key (2230) for WiFi or Bluetooth options, and TPM 2.0, vPro, and watchdog timer.

Additionally, the SI-212-N supports the option of out-of-band functionality via an I210IT LAN port, allowing deployers to reboot the system via a separate network connection in the event of a software freeze. This can help solve most issues without the need for a technician visit.

For small businesses, digital signage represents a powerful tool that offers a range of benefits, from cost savings and increased customer engagement to higher sales and enhanced brand visibility.

With the right digital signage system in place, even small businesses can leverage the same technology that larger companies use to enhance their marketing efforts, ultimately leading to long-term success.

Features of the SI-212-N entry-level digital signage player



Photo: IBASE

- iSMART intelligent energy-saving technology - enables power on/off scheduling and power resume functions
- Intel® Atom® x7000E Series / N-series/ Core™ i3-N305 Processor (formerly Alder Lake N)
- 2x HDMI 2.0 with independent audio output
- Built-in CEC and hardware EDID emulation functions with the software setting mode
- 1x DDR5-4800 SO-DIMM, dual channel, Max. 32GB
- 1x M.2 E-key (2230) for WiFi, Bluetooth options
- TPM 2.0, vPro and watchdog timer
- Supports OOB function via I210IT LAN port (option)
- Industrial-grade robust and compact fanless design

Source: IBASE Technology

ABOUT THE SPONSOR:

IBASE Technology Inc. is a reputable manufacturer and supplier of industrial motherboards, embedded systems, panel PCs, digital signage players and network appliances in the Industrial PC and fast-growing AIoT markets. Since it was established in 2000, IBASE has been committed to the production of high-quality products, and to the rendering of excellent services. The company is publicly listed on the Taipei Exchange (TPEX: 8050) and is now a leading global provider of innovative industrial and embedded computing products. IBASE has a full range of digital signage system products catering across vertical markets including retail, fast food, hospitality, education and financial. Depending on their requirements, customers can choose the models based on performance, number of displays, resolution and ventilation designs.

IBASE is a Titanium member of the [Intel® Partner Alliance](#) that offers exclusive resources for AI, cloud, high-performance computing, and other solution areas to help plan, build, and deliver more customer value. As an Intel-recognized top-tier partner, IBASE works together with Intel and the ecosystem to deliver the most advanced products and solutions to our customers.

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