



5 Reasons.....

Coffman Media & the Signagelive Content Management Software to power your digital signage.





5 Reasons to Consider Us for Your Digital Signage Needs..

There are a growing number of digital signage customers that are exploring how they can add (or replace their current) digital signage content management systems.

At **Coffman Media**, we offer these customers the best-in-class digital signage software - Signagelive – along with all of the support and advice required / desired.

In the following pages you'll find the top 5 reasons that companies have chose **US** over the other digital signage CMS providers / integrators.



#1 - COST

In the past, digital signage solutions demanded the use of complex and expensive hardware and software. Over the recent years this has changed dramatically, with the advent of **Cloud Computing** and **System on Chip** hardware, such as Android player devices and **Smart Signage Displays**; the costs of deploying and managing a digital signage network has been **reduced by as much as 50%.**





#2 – Ease of Use

Many digital signage solutions require multiple modules to be purchased and setup, before you can publish content to a display. These often comprise of; a content designer module, a network management server, reporting server, player licenses and then various add-ons and bolt-ons. This list of requirements will all sound familiar to companies managing a digital signage network.

With us, all you require is a **web browser** and your choice of a **digital signage player** or **Smart Signage Display** and you are good to go!

We took all the; on-premise servers, software modules and features historically required to deploy and manage a digital signage network and put them on the Cloud. **Now you can focus on the message you wish to communicate with your audience and let us take care of the network, software and support.**



#3 - Support

In addition to the costs to purchase and setup a digital signage solution, many customers find themselves paying expensive annual support contracts, without which, they would not receive the latest software updates, support and even worse find their digital signage software will no longer work!

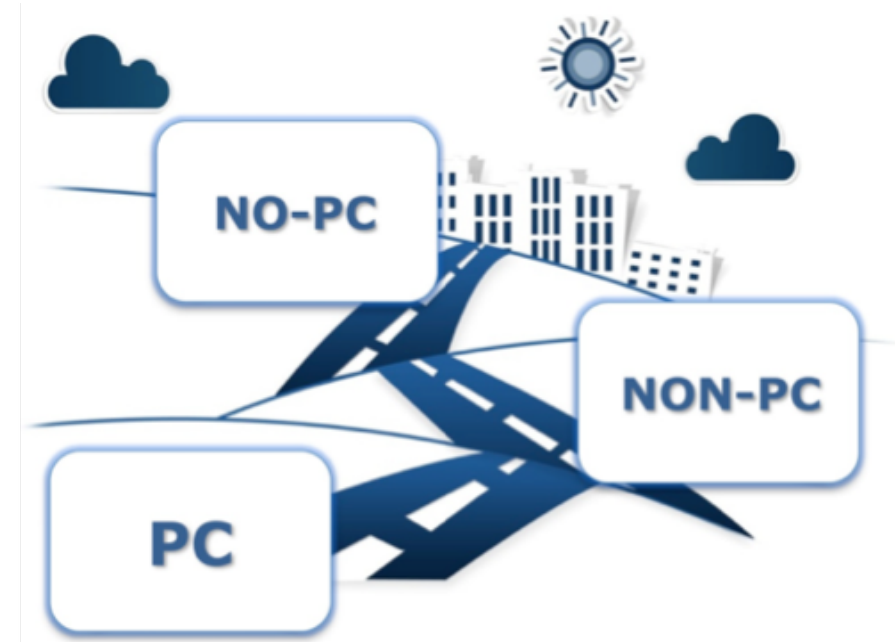
We decided from the outset, that all **support and software updates will not be an additional cost to our customers.** When you purchase a license from us, all **software updates and live-chat support are included** for the lifetime of your license.



#4 – Choice of Digital Signage Hardware

We are a hardware agnostic digital signage provider. You can choose to **BYOD** (bring your own device) or choose from a wide range of **PC players**, **non-PC** (Android, SMIL, BrightSign) and **no-PC** (Smart Signage Displays from: LG, Samsung, Philips) digital signage technology.

We are committed to providing the widest support for digital signage playback technology within the industry!



#5 – Content Creation Tools & Partnerships

A key component of any digital signage network is the **content** that is published to a display. We **understand the frustration** that many digital signage administrators face when looking to create or source content for their networks.

To address these **needs**, we provide the following:

- Layout Designer
- Message Manager for Instant Text Changes (mobile friendly)
- Aviary Image Editor to Upload and Edit Images
- Flexitive integration for HTML5 Content Design
- Poster-My-Wall integration for easy content creation
- Screenfeed & SeenSpire Content Subscriptions Integration
- Widget Framework
- Data Integration to Display Your Custom Data in a Visual Format



Making the Decision

We appreciate that choosing a digital signage partner may seem like a daunting task. We help make sure the decision is as painless as possible, supporting you every step of the way with a full range of services, including:

- Site Analysis and/or Evaluation of Your Current Digital Signage Infrastructure
- Pilots / Proof of Concepts
- Remote Support
- White-Glove Customer Service
- Custom Content Creation
- Installation, and more...





Contact

We'd love the chance to talk with you about your digital signage needs. Reach out to us with a phone call or email and you'll be connected to one of our team members.

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