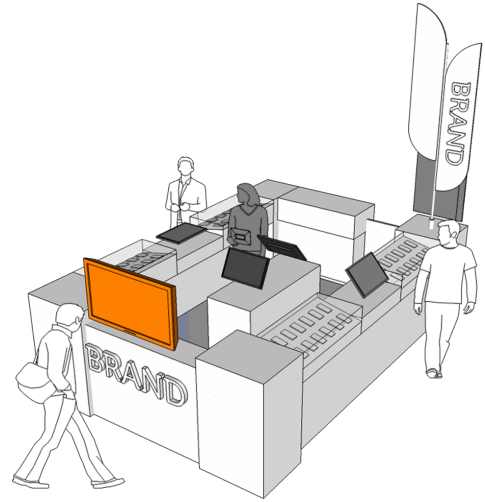# Using XQ AdPlay

Technical Aspects

File Specifications

- **Landscape:** image or video (any format) –1920 x 1080px

- **Portrait:** image or video (any format) – 1080 x 1920px

Hardware Recommendations/Logistics

- iQmetrix partners with Planar for high quality displays. Planar monitors are commercial grade and carry a 3 year warranty. Planar monitors can be ordered directly though Avnet (iQmetrix hardware partner) during your XQ Launch phase. Minimum lead time for orders is 3 weeks, pending in stock status.

- A standard 6' HDMI or DVI cable will be used to connect the AdPlay screen to the media player. A longer cable may be used if required.

    o AdPlay Cables

        ▪ HDMI
        ▪ Ethernet Cable to media player
        ▪ Power Cables for both media player and display

- AdPlay displays may be purchased through the clients' vendor of choice or through iQmetrix's hardware partner (purchase will be facilitated in the launch phase). If purchasing your screen through your own vendor, please note the following recommended features when considering your monitor purchase.

    o HD 1080p Resolution (Must Have)

    o HDMI port
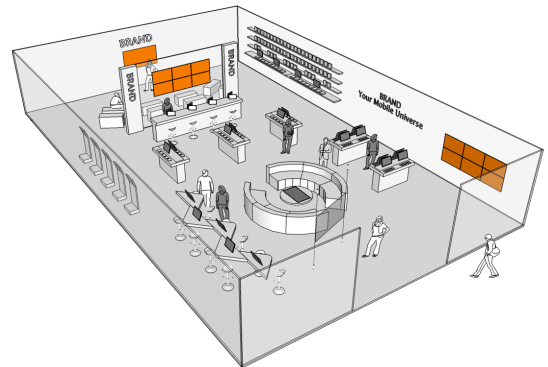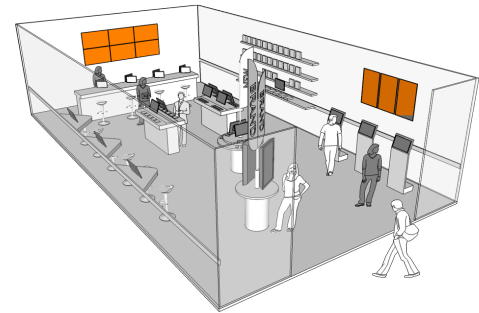
- o Manufacturer logo – some displays have the manufacturer logo embedded on the frame of the display. You may wish to look for a screen that does not have the visible logo, especially if you are mounting the display in portrait mode.

- o You may want to consider displays that allow you to disable the exterior buttons (on/off, volume etc..)

- Commercial Grade screens

    - o Commercial screens used in digital signage are intended to run for many more hours than a consumer grade screen. They are often rated at 50,000 - 60,000 hours versus 20,000 hours of a consumer grade screen, so you will get much more life out of your initial investment.

    - o Consumer grade screens are under warranty by the manufacturer for an average of one year and commercial screens average a 3 year warranty. Using a consumer grade screen in a business setting will often void the consumer warranty.

    - o Heat is the most common killer of LCD and Plasma screens and commercial grade screens have better heat dissipation with fans and other methods to prolong it's life, even when run 16 - 24 hours a day.

    - o Commercial screens often have the types of connectivity required for your project such as RS232 connections, BNC, and video looping.

    - o Security: Commercial displays have unique features to protect the unit, including IR lock out. Controls on the front of the display can be locked while additional buttons for other functions are usually hidden to prevent unauthorized access.

    - o Power Savings: Many screens can be programmed to turn on and off at the same time your location opens to the public, saving energy costs by turning off overnight.

    - o Purchasing the hardware from your professional integrator ensures you get the proper model, features and support you will need.

Marketing and Content Strategies

Placement and Planogram Suggestions

- The intent of AdPlay is to ATTRACT, PROMOTE and EDUCATE.

  - Consider placing AdPlay screens in the front of your store or front windows to attract walk by traffic and entice them with the latest best seller or promotions.

  - AdPlay screens placed within the store (wall mounted) promote your brand and message. Highlight sale and suggestive sell items to promote your brand and upsell customers while they are browsing.

  - AdPlay screens positioned behind the cash desk are great suggestive sell tools and often are the final opportunity to educate your customers on any promotions that are currently on going. Strengthen the message and suggestive sell campaign of your sales reps by positioning screens behind the cash wrap to offer customers a visual reminder of any promotions or add on items as well as closing statements you want to be part of the customers' experience.

  - Consider using AdPlay to call out special areas of the retail experience or to draw traffic to a certain areas. Screens with movement and light will create energy thus drawing traffic to what once was a dark corner.

- Take into consideration the placement of your screen(s). Will it be in direct sun, should you invest in a display with anti-glare feature?

  - Direct light causes the most glare. Turn off or reduce ceiling lights and use task lighting (one or more adjustable lamps) or diffused lighting (lamp shades or globes) to soften the light.

  - Use curtains or translucent plastic blinds on windows. Closing these will diffuse the incoming light instead of reflecting them like solid metal or wood blinds.

  - If you cannot control the ceiling lights, try positioning your monitor between rows of lights instead of directly beneath a row of lights.

  - Use a monitor hood or visor on your monitor.

  - Attach a glare-reduction filter to your monitor.

  - Your work surface should be placed at a right angle to any direct light source (such as a window) so it gives the least amount of reflections and glare.

o   Shininess is measured by reflection and glare. That means the duller the surface the less glare there will be. Use work surfaces that have matte finishes

Best Practices

1. **Keep it Simple –**   Digital signage is communication at a glance. Shorter words and phrases are easier to read. Phrases with 3 – 4 words work well but single words can draw lots of attention as well.

2. **Repetition –** Repeat your key message at the beginning and end of your promotion campaign. Consider delivering the same message in different ways.

3. **Call to Action –** Use strong verbs in a concise phrase. Ensure you tell your audience exactly what you want them to do and how to do it. Start with a verb and keep the subject close to it. For example, "Ask a Salesperson for details". Give them information allowing them to act, such as telephone number or Web URL. A suggestion for Call to Action is to use different text color that contrasts with the rest of your text.

4. **Use Images Wisely –** Simple, relevant graphics are more pleasing to the eye and help customers remember the message. Complicated visual effects can draw attention away from the key message.

5. **Aesthetics Matter –** Pay attention to font and color contrast.   Use fonts that are easy to read. Likewise, high contract between the foreground and background makes the content easier on the eyes. Text colors should have high contrast to the background color. Avoid neon colors and white characters on dark backgrounds.

6. **Text Size over Screen Size-** Larger text on a smaller screen is more important than a larger screen with smaller text.

7. **Timing –** The amount of time it takes to convey your message should be equal to the time it takes the viewer to read it. Consider the environment when deciding the loop length. For a non-pattern feel, try mixing the duration times of the promotions within your playlist. Screens placed behind the cash wrap where customers tend to linger can be longer in duration versus screens in the front of your store should be shorter to grab the attention of passerbys.

8. **Display –** Consider the viewing your audience will have. Position your screens in areas where there will be seen by as many people as possible. A screen placed higher up is more visible in places with more foot traffic. However, in narrow spaces, screens tend to work better at eye level.

9. **Know the Supported Format –** For screens hung in landscape orientation 1920 x 1080 px any format. For portrait orientation1 080 x 1920 px.

10. **Test the Final Product –** One of the most important steps before putting your promotions on display for the public. Ensure what you seen on your computer screen is still effective and readable on the screen you will use, both in size and distance. It is essential you check spelling and grammar, as any errors will comprise the integrity of your message.

11. **FEED THE MONSTER –** Keep your content fresh or your viewers will start ignoring your signs. The frequency of content change will depend on your business and budget. Small retailers may need to change content once a month as new products and promotions change. Whatever your strategy plan to refresh the content on a regular basis so that your customers are not bored.

12. **Learn your Audience –** Experiment with your content. Watch and see which promotions increase dwell time or product sales.

Resources

1. *http://www.itcs.umich.edu/digital-signage/using/content-best-practices.php*

2. *http://www.digitalsignageblog.com/2011/10/18/guest-post-10-best-practices-for-digital-signage/*

3. *http://www.digitalscreenmedia.org/faqs#faq17*