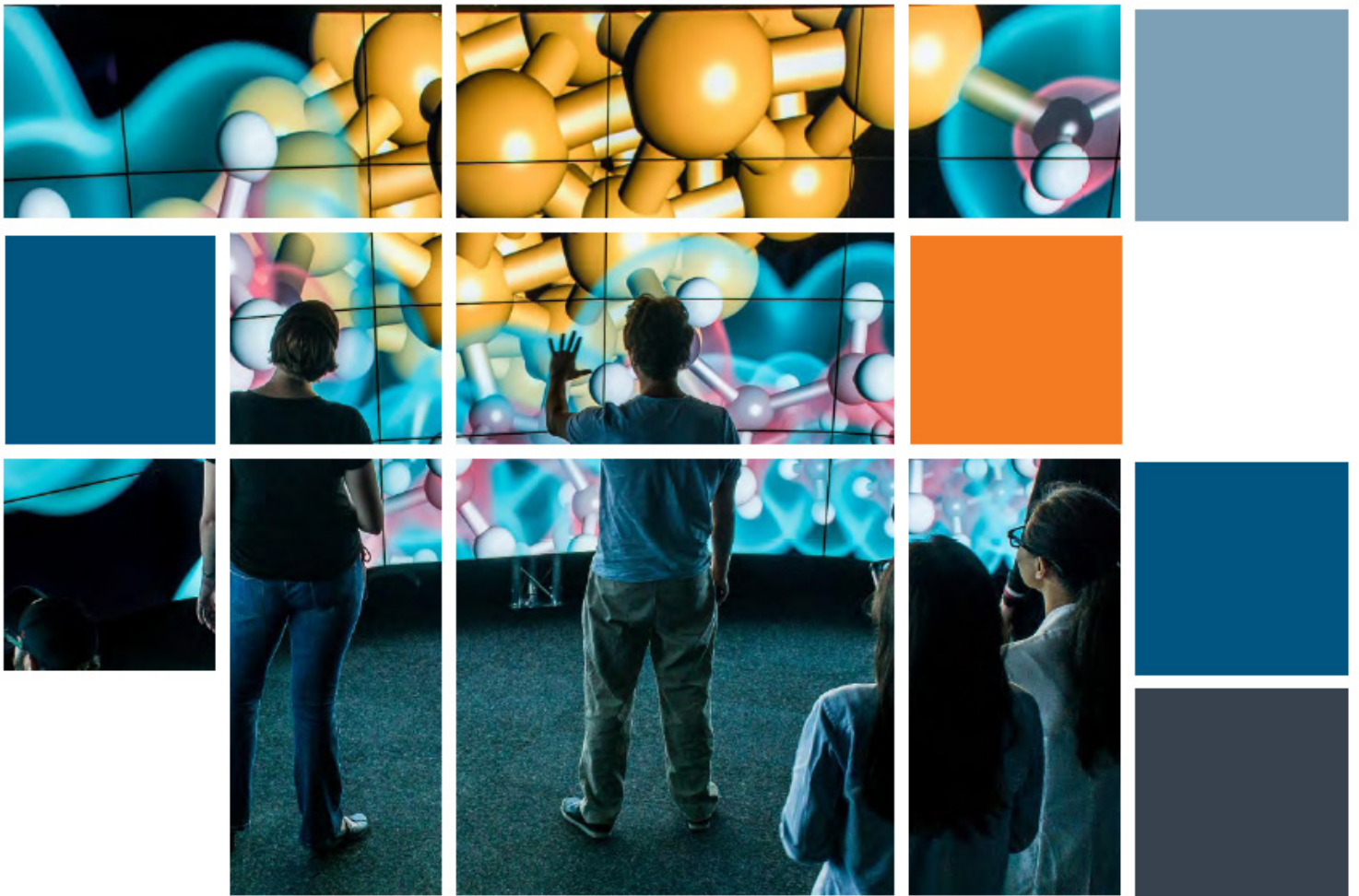# Digital Signage Directory
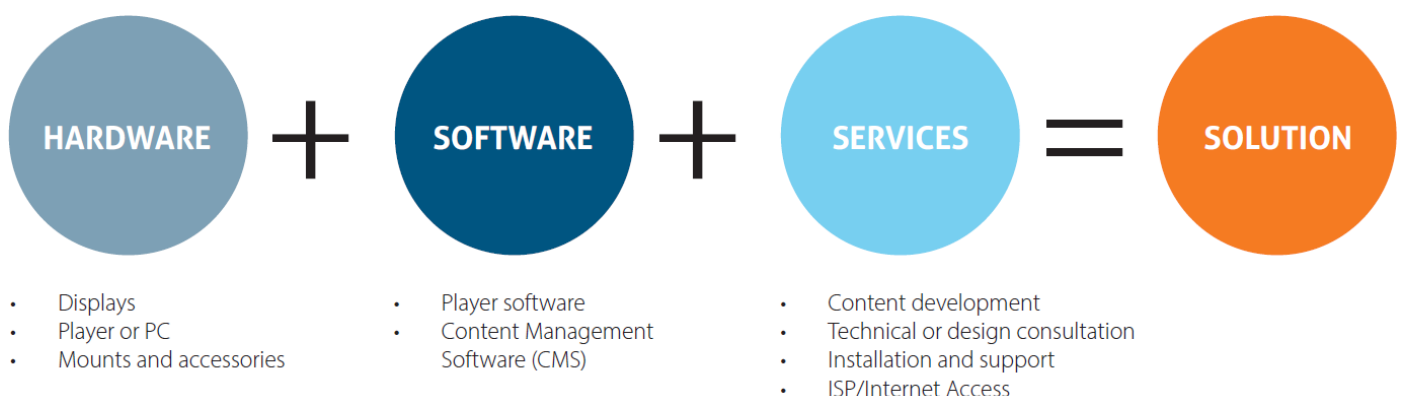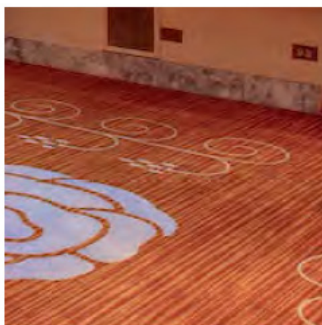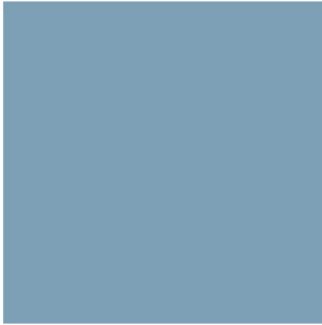# Content Developer Program Overview

The Digital Signage Ecosystem

Successful deployments of display technology for digital signage and other public-facing installations require a variety of capabilities to come together. The displays themselves must perform well, mount slimly and with good alignment, not distract from the content, and be bright and vibrant enough for the environment. They must have the right features for the intended application, whether that be touch interactivity, video processing, or media playback. The displays and the related hardware, however, are only the start.

In order for the best possible installation, clients often choose a range of software and services to accompany the display and to maximize the user experience, not to mention the return on investment. This work is often accomplished by agencies who work with clients to design unique visual experiences that bring brands to life and encourage engagement.

The range of resources in "content development" is broad and varied. Some audio video integrators have in-house design services, as do many of the marketing departments of the clients they serve. In other cases, the client is looking for something different and turns to an agency for support. They can be motion graphic studios, film makers, animators or other videographers who create dynamic content to support a customer's brand and message. Others look to interactive application developers, programmers, or experience design agencies to add additional functionality and to move from the visual to the experiential.

HARDWARE + **SOFTWARE** + **SERVICES** = **SOLUTION**

- Displays
- Player or PC
- Mounts and accessories

- Player software
- Content Management Software (CMS)

- Content development
- Technical or design consultation
- Installation and support
- ISP/Internet Access

Determining
What is Possible

There is an incredible amount of creativity and expertise going into the creation of content for digital signs and the development of applications for interactive experience. With quality displays at their core, these experiences are changing the way we look at signage and how we interact with our environments. Bringing the best of design and technology together, these agencies can help clients envision what is possible and how to architect the best content strategy for their need and application.

It is common for agencies to provide design and planning services in addition to creative and application development services. Some offer customer research in the form of focus groups, user experience testing, and ongoing analytics support. Some have expertise in particular vertical markets or industries. Others have deep experience in the deployment of different technologies, like gesture-based control, that make them.

The Digital Signage
Directory

Planar is sponsoring a digital signage directory to provide a listing of content developers covering the range of market needs in the industry. From this central repository, end users, brands, and facilities can find the right partners to help them execute their vision.

This resource is offered free to the industry and to the content developers that are listed as a service to the ecosystem and to encourage collaboration and creativity.

Benefits for Participating

There are many benefits of participation in the directory. First, the content developers can enjoy a free listing and link to your website, highlighting their own capabilities and strengths. This drives additional awareness for your services and helps you attract new business. Planar is also offering other benefits to content developers who participate, which include the following:

Benefits for Participating

Planar exhibits at major industry trade shows like InfoComm, Digital Signage Expo (DSE), Integrated Systems Europe (ISE), National Association of Broadcasters (NAB), and the American Institute of Architects (AIA) and will select vendors from the directory to partner with at these shows. Highlighting your content is a great way for additional end users and potential AV partners to learn about your capabilities and see your work in action. Beyond the major trade shows, the opportunities for demonstration extend to regional demos, roadshow locations, and showroom installations, if those are of interest. Each opportunity is discussed and approved separately and we invite partners to include your watermarked logo in content to make sure interested parties are aware of your skills. In addition, we often use trade show events to create additional promotional content in the form of partner interviews, news articles, blog posts, video profiles and the like that our content partners will be invited to participate in. These event collaborations are a wonderful way to test content, push your own capabilities, and benefit from input from the technology experts at Planar.

PR and Case Study Development

Planar features installation profiles and success stories on our website and Case Studies site (http://casestudies.planar.com). For projects that we do together for clients or for trade shows, we'd love to work together with you on a write-up of the collaboration, with video and photo assets, to promote online and to pitch to AV and design industry press for features. Case studies from Planar have been featured in a variety of publications include Huffington Post, System Contractor News, Commercial Integrator, Sound and Video Contractor, Digital Signage Today, DOOH, rAVe, GovernmentVideo, and more. If you have a case study that you believe worthy of featuring, where the end client and the AV reseller will agree to participate, contact Planar.

Blog and Social Media Outreach

Planar's blog (www.planar.com/blog) regularly features guest blog posts (or excerpts and links to third-party blogs) that highlight projects and technology trends. Planar has featured blog posts highlighting the collaboration with content developers, and directory participants will be encouraged to submit their story ideas, blog posts, or social media posts for Planar to utilize, repost, retweet, or use to draw additional attention to your company and capabilities. We will follow your firm from our social media properties (listed below) in exchange for a reciprocal follow from your properties.

Product Discounts

Planar offers a wide range of display technologies from flat panel video walls to ultraHD/4k displays, from transparent LCDs to interactive touchscreen displays. For agencies who have development labs, Planar can provide discounted equipment for use in testing and design. Many partners also have offices, experience centers, or showrooms that they use with their customers where display technology could be used for demonstration. Planar's regional account managers will work to determine the best technology for your application and to help you stretch your budgets.

Support for Sales Opportunities

Planar will partner with directory participants on sales opportunities providing consultation and support to help agencies bid and win more business with their clients. This can take on several forms and this kind of partnerships at particular accounts helps Planar's sales team get to know your capabilities better so that they might refer addition business your way.

Your Responsibilities

We ask that every applicant be a business provider of content services with a solid portfolio in digital signage. Planar does not warrant the work of the agency firms and it is your responsibility to let us know if your listing requires correction or modification over time.

We ask that every partner include a reciprocal link to the directory or to Planar in the partner section of your website or feature it in a blog post or other locations where your clients are likely to see it. We reserve the right to take down any listing for which we can not find a reciprocal link in place. We will follow your properties on social media in exchange for reciprocal follows or likes.

You can find Planar at:
Facebook: www.planar.com/facebook
LinkedIn: www.planar.com/linkedin
Pinterest: www.planar.com/pinterest
Twitter: www.planar.com/twitter
YouTube: www.planar.com/youtube

We will be looking for posts to retweet or share and ask you to do the same.

For any of the videos, photos, blog posts, case studies, or other assets that are created jointly, we ask that you help promote those to your customers and clients in your email newsletters, social media platforms (Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, Vimeo, Twitter, etc), or other forms of outbound communications that you find effective.

Applying is Easy…and Free!
Fill out the form on www.planar.com/directory to learn more about the program. You will find an application form on this site through which you can introduce your firm and prepare your listing. Planar staff will follow-up with all inquiries within 2-3 weeks to get the required information and to finalize your participation. There is no cost or obligation to participate. If you have questions, contact Planar at 1-866-475-2627 or marketing@planar.com.

www.planar.com/directory | marketing@planar.com | 1.866.475.2627

About Planar

Planar, a Leyard company, is a global leader in display and digital signage technology, providing premier solutions for the world's most demanding environments. Retailers, educational institutions, government agencies, businesses, utilities and energy firms, and home theater enthusiasts all depend on Planar to provide superior performance when image experience is of the highest importance. Planar video walls, large format LCD displays, interactive touch screen monitors and many other solutions are used by the world's leading organizations in applications ranging from digital signage to simulation and from interactive kiosks to large-scale data visualization. Founded in 1983, Planar is headquartered in Oregon, USA, with offices, manufacturing partners and customers worldwide. For more information, visit www.planar.com.
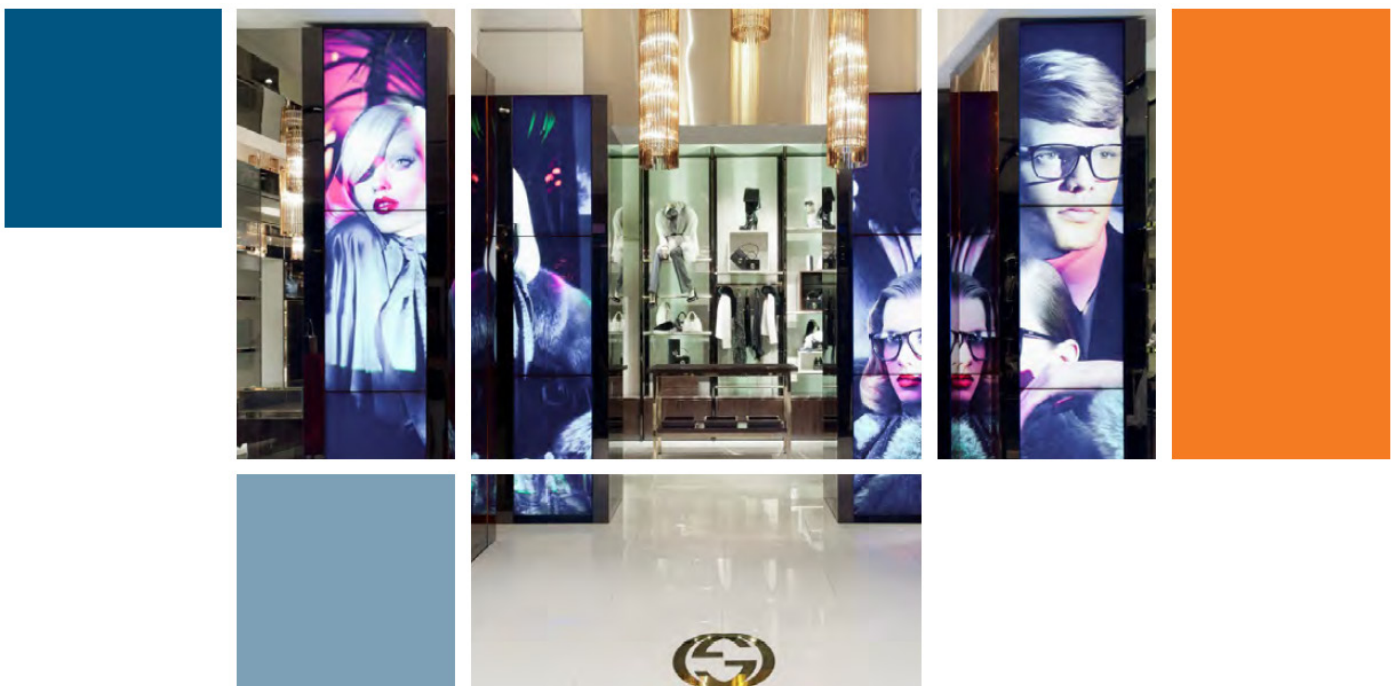
With the best of design and technology together, agencies can help clients envision what is possible and how to architect the best content strategy for their need and application

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