



Digital Signage-*Where it can improve the Workplace experience*

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Collaboration Week

*New York
2020*



@TheIMCCA @UCWeek #CWNy20

Who am I



Mother of Twin 13 YO
Identical Boys



Industry 28 Years

- 14 years Crestron
 - 14 Years Sapphire
- Newly joined Planar

PLANAR®

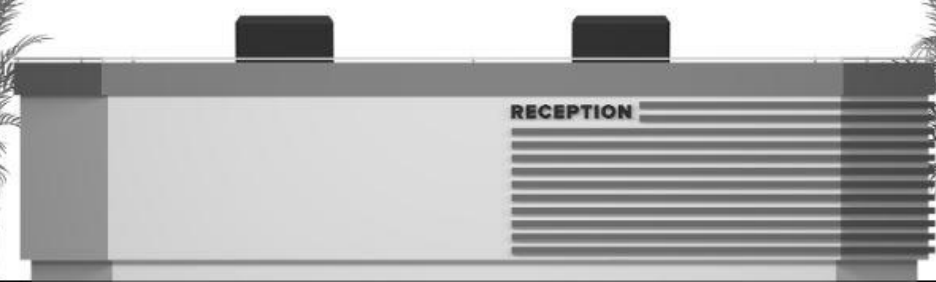
6.13 ft

Recommended Display Clearance

10 ft



17.75 ft



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Holistic approach to Digital Signage



Goal should be to tie all your Visual Communications into your entire eco system

Would you want an emergency notification alert to show up only *some of your displays*?



Digital Signage Areas of Interest

- **Wayfinding**
- **Common Spaces**
- **Inside the Conference room**

Wayfinding

A new [Office Worker Survey](#) by [Senion](#), an indoor positioning solutions provider, found that 4 in 10 office workers spend as much as 60 minutes every week searching for available desks, conference rooms, or colleagues.



Let's play this out.....

Worker makes \$2800/ wk

That's \$560 per day

That's \$70 per hour/ assuming 8 hour day 😊

100 employees at \$70=\$7000 in lost time per week

\$364,000 lost revenue a year (ironically approx. price of x4 of the videowalls that you are looking at)

Wayfinding



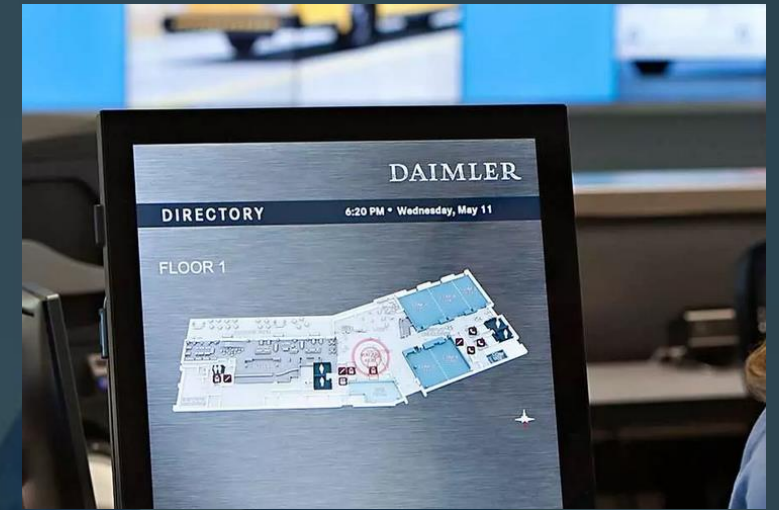
Wayfinding Case Study

Daimler Trucks North America

While we have brought together, in this new building, many previously dispersed departments and employees, the challenge remains for those working here and visiting to easily navigate the facility, connect with each other, grasp the many amenities available and better understand our history, the breadth of our product offerings, and the promise of the Daimler brand,” says *Roderick Flores, Senior Information Technology Project Manager*.

Product Snapshot

- Lobby features a 24” Planar Helium Touch Screen Monitor used as a digital building directory and for wayfinding to employees, conference rooms and other building amenities.
- On each of the 8 upper floors- located in proximity to the elevators and the break rooms- is a 55” Planar PS Series Touch LCD providing wayfinding to offices, conference rooms and employee locations



Wayfinding Technology to consider

Application

WAYFINDING

Product

Planar Simplicity 4K
Series

Planar PS Series 4K

Planar Helium Series

Planar PT Series

Planar PXL Series

Things to Keep in Mind

- Orientation P or L?
- Durability
- Size of screen
- Budget- LED or LCD
- 24/7 vs 16/8

Common Space Signage

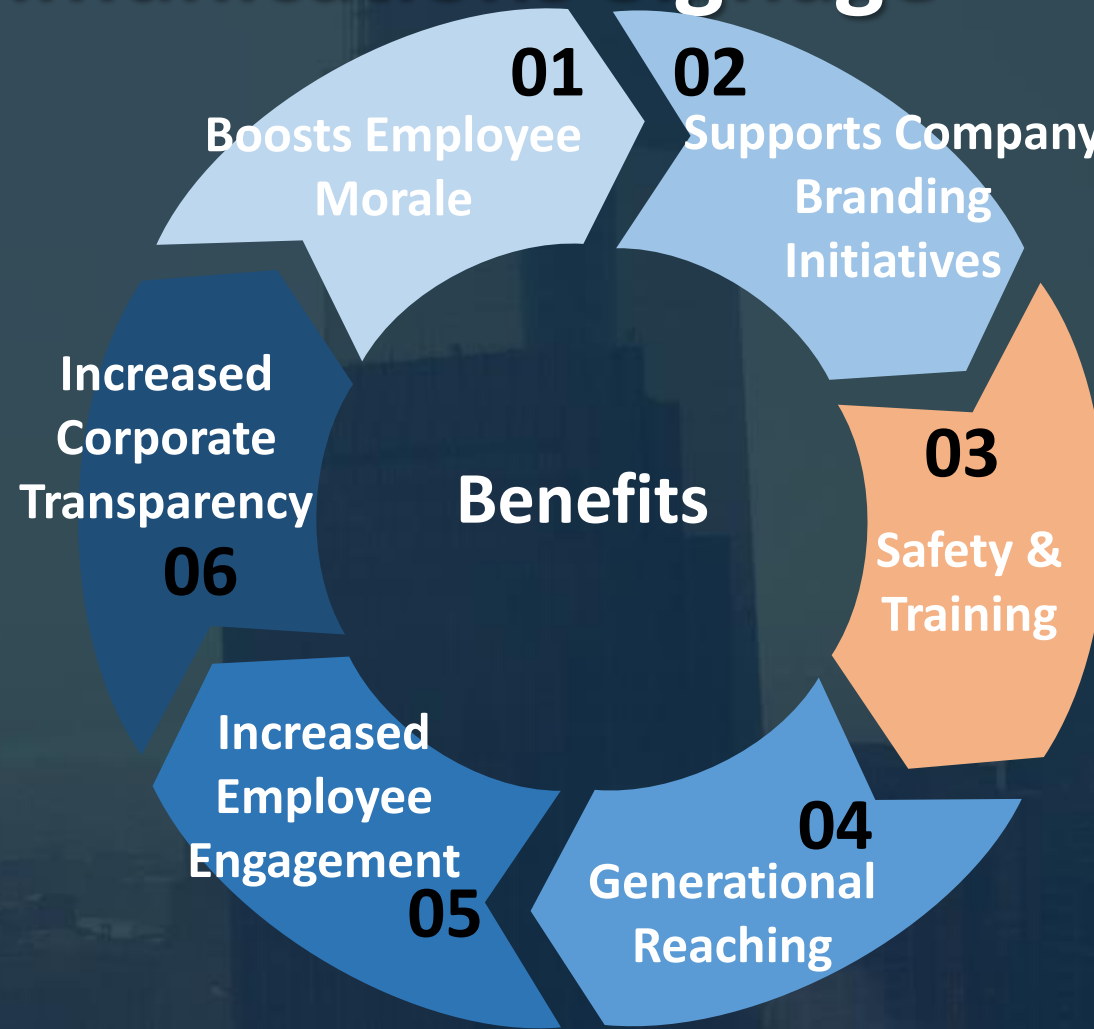


87% of employees
worldwide aren't engaged
in the workplace

80% of executives rate
employee experience as
important

Gallup Workplace

Office Communications Signage



Common Space Signage

Daimler Trucks North America

“A visitor can walk up to a display and engage with information just as he or she would do on their smart phones or tablets, with familiar taps and swipes and with excellent responsiveness and touch-accuracy as well. It solidifies the experience of being in a high-tech environment and at a company which, as we do, sees why technology that is so useful to employees is so important,” Klockman say

Product Snapshot

- A 55-inch Planar PS Series LCD display (PS5561) shows the menu for different meal options during the day. When the Café is closed, the display rotates to other content-whether corporate branding or traffic conditions
- In the lobby, a L-shaped videowall comprised of x59 46” Clarity Matrix LCD videowall displays shows a history of Daimler in timeline form along with extensive company product branding info in high definition



Common Space Signage Technology to consider

Application

Common Space Signage

Product

Planar Simplicity 4K
Series

Planar PS Series 4K
Large Format Displays-
75,86,98,100

Clarity Matrix MultiTouch
LCD VideoWalls

DLX/TVF LED Videowalls

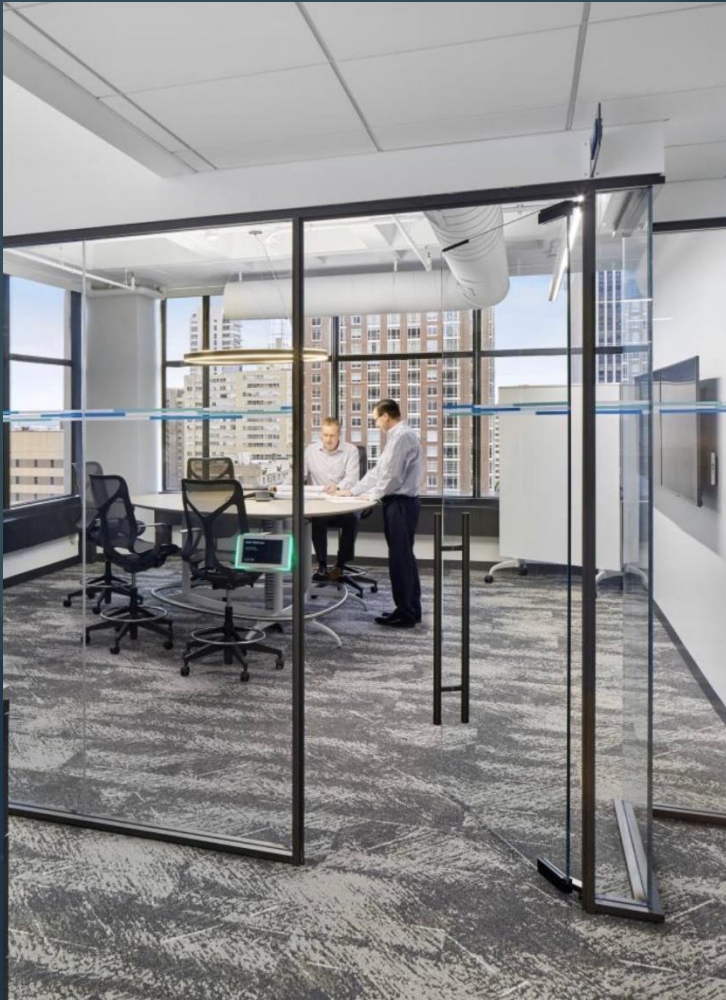
Carbonlight LED

Planar ERO Technology

Things to Keep in Mind

- Durability
- Ambient Light
- 24/7 vs 16/8
- Media Player/OPS Slot
- Wall / Floor Mounts
- ADA Compliance

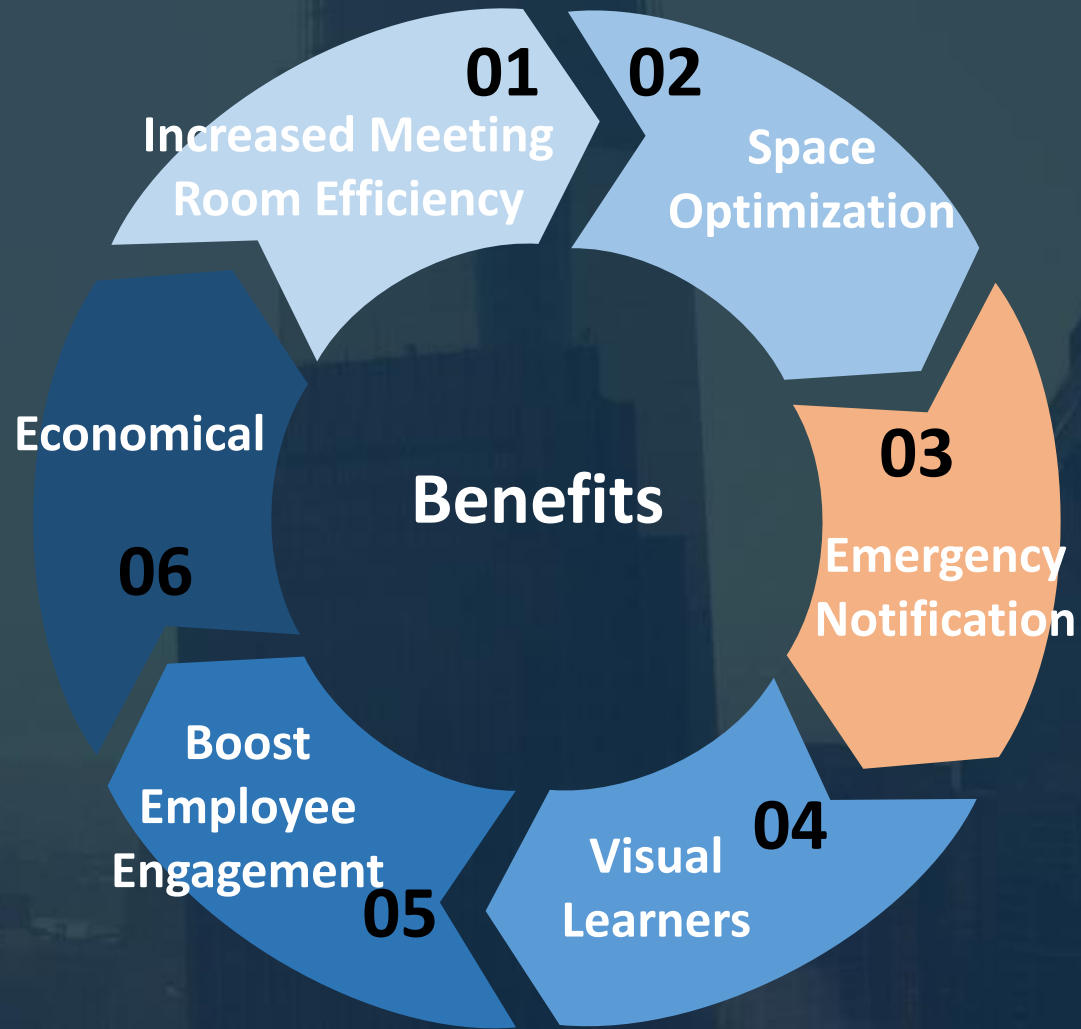
Inside the Conference Room Communication



According to “The Economics of Biophilia” providing access to natural daylighting, outdoor views, and natural ventilation can reduce eyestrain, relieve mental fatigue and return workers’ attention

More and more companies have come to realize that traditional meeting rooms are no longer practical. Conference rooms have a longstanding history of being dark, cramped and boxy. As a result, employee morale and productivity suffer.

Inside the Conference Room Communication



Inside the Conference Room

United Airlines



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Inside the Conference Room Communication Technology to consider

Application

Inside the Conf. Room

Product

Planar UltraRes Series

Planar QE Series

Planar EP/EPX Series

Planar PS Series 4K

Clarity Matrix G3 LCD

Videowalls

DLX/TVF LED Videowalls

Things to Keep in Mind

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Questions?

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For those of you registered, come back this afternoon for session 7!



Hear from & speak with industry experts & industry peers!



Day 3, Session 7 Highlights:

- Team Chat Applications (MS Teams, Slack, Webex Teams)
- The New Workflows
- CWN20 Locknote – Discussing What We Heard

Speakers Include:



CDA's Michael Goldman



Synergy Sky's Sean Lessman



QSC's Jason Moss

Attendees will be entered into a random drawing to win:



**Apple Homepod & Synergy Sky Free Demo
Courtesy of Synergy Sky**



Collaboration Week Closing Cocktail Party

#CWNY20 Closeout Tonight! – Registered Guests

Join your Collaboration industry peers and the IMCCA as we close out the second annual Collaboration Week New York. We'll share what we've learned, and toast to the excitement the future promises.



***Cocktails, Hors-D'oeuvres,
Networking, Discussion***

Oscar Wilde - 45 West 27th Street NY, NY 1000 – 5pm



Visit with the sponsoring Mersive team while enjoying the party. They'll be discussing their latest products and announcements.



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Prize Drawing



*Luxul AV Series 12-Port/8 PoE+
Gigabit Managed Switch
Courtesy of Legrand AV*

Attendees will be entered into a random drawing to win:



**Luxul AV Series 12-Port/8 PoE+ Gigabit Managed
Switch Courtesy of Legrand AV**



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Prize Drawing



Helium™ PCT2785 is a 27" multi-touch monitor Courtesy of Planar



The Planar® Helium™ PCT2785 is a 27" multi-touch monitor with an edge-to-edge glass surface, wide viewing angle, and built-in HD webcam



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