

creative

custom content services

Let our award-winning designers help you make the most of your digital signage content.

Our Creative Services team bring over 30 years of experience to every project, applying our skilled understanding of what works best on big screens while still treating each unique project with the care it deserves. Choose from branded layouts or interactive designs to enhance your screens and optimize your viewers' experience.

Interactive Wayfinding

Interactive wayfinding maps give your audience a convenient self-service source for information.

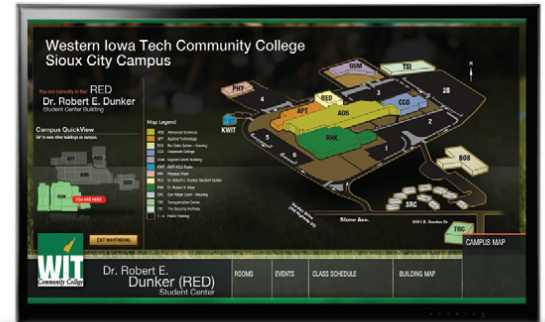
Whether it's a single building floor or an entire campus, our experienced designers can tailor a wayfinding solution for your organization. Our creative team will work with your facility planners, marketing experts and project managers to concept, design, implement and test your interactive wayfinding kiosks.

In addition to maps, we'll integrate color coding and icon systems that allow your visitors to instantly recognize common destinations, exits, restrooms, elevators and stairs. Redundant interactive controls at the bottom of the screen ensure that your design is ADA compliant.

An obvious "You Are Here" locator is included in every design to make sure viewers know where they're starting from, and easy visual paths guide them from their current location to their highlighted destination.

What happens when they walk away from the screen? We can integrate a QR tag or SMS option to send maps or point-to-point directions to the user's mobile device upon request.

Visix can build 100% custom interactive wayfinding specific to your needs with floor-based wayfinding, personnel and department directories, digital signage messages and more.





WayPoint™ is a bundled interactive wayfinding solution ideal for clients needing to show large-area maps like campuses, cities or counties. This touchscreen-supported product combines several content modules into a branded interactive layout to save the expense of a full custom design.

Modules for auto-updating date and time, news, weather and RSS feeds provide timely information, while Google Maps shows places of interest with customizable icons and info balloons.

Custom wayfinding maps can be incorporated to lead your visitors through your facility, and all of the WayPoint™ modules are wrapped in a customized skin that incorporates your logo, colors and branding.

This software-only solution is powered by our AxisTV digital signage software, so you can also display all of your digital signage content within the layout.

- Interactive wayfinding and digital signage
- Customized content and branding
- Modular data feed support for AccuWeather, UPI News, Twitter and RSS
- Localized Google Maps with editable icons
- Multi-touch support

Touchscreen Directories

Offer your visitors a self-help option to navigate your facility and quickly find who or what they're looking for with an interactive directory.

Touchscreen directories are modern and efficient, allowing people to guide themselves instead of relying on receptionists or information desks. They also save you the cost of printing costly listings and directional signs.

Our custom touchscreen directories are uniquely formatted to your brand and your facility with options to locate places, individuals, departments, events and more. Directories can be incorporated into wayfinding designs, or stand on their own. They can also include playlists for traditional digital signage content.

Show contact information, photos, biographies and locations with the option of touchscreen maps and point-to-point directions. Using a database to feed the directory allows you to quickly update information on all screens at once.

- Show people, departments and more
- Include bios, contact information and service hours
- Stand-alone or combined with wayfinding and digital signage messages
- Customized to your brand

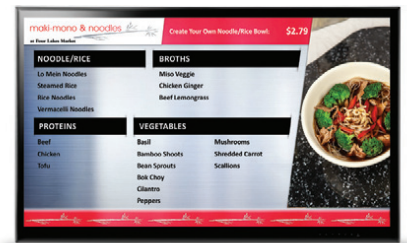
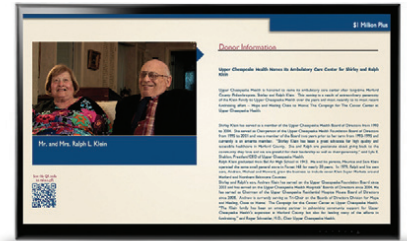


Donor Boards

Digital donor boards are a thoughtful way to honor your current patrons and entice future donors through an attention-grabbing, interactive display. Recognize donors, present your organization's mission and values, and promote ongoing donor recruitment programs using your big screens.

Our interactive donor boards are fed by data that you can easily update as you have additions or changes, ensuring that your patrons are instantly recognized for their contributions. These custom designs are tailored to your brand and environment, and can include as much interactivity as you need.

- List donors alphabetically and by category
- Show photos or videos to tell donors' individual stories
- Promote ongoing donor programs and provide instructions for giving
- Eliminate static, expensive name plates and plaques



Menu Boards

You only have a short time to grab your audience's attention and entice them to make a purchase. Improve the customer experience, drive revenues, cut printing costs and stay up-to-date with digital menus.

Our custom menu board designs can be static or dynamic - using beautiful animation to catch the eye of your viewers. You can make changes and update prices instantly by accessing a user-friendly database. Segment your screens to show lists of menu items and pricing, special promotions or external advertising.

- Promote new menu items
- Daypart to run menus and specials when appropriate
- Show nutritional information
- Control menus in multiple locations
- Reduce wait times and decrease printing costs



Social Media Boards

Highlight your social media pages with our animated Twitter, Facebook and Instagram designs. Create buzz and excitement around your posts, attract more followers and keep everyone up-to-date.

Our social media boards are customized to your brand and can be either interactive or static. Designs can either be full-screen or can include an area for daily announcements using matching message backgrounds.

Choose from either our custom 9:16 full-screen or a 4:3 module that you can insert into your normal playlist.



Custom Creative

Your digital signage should be a natural extension of your brand, culture and environment.

Let our award-winning designers craft your custom content: we can provide anything from branded background sets to custom interactive designs.

Our creative team will incorporate your colors, fonts and graphics into your design, making sure each component is uniquely tailored to your project.

All of our designs are specifically created for digital signage with proven color, contrast and layout systems factored into your graphics:

- Create dynamic layout elements tailored to your brand
- Incorporate photos, video, games and more
- Tailor quick-fill templates for message continuity
- Customize PowerPoint templates for use with digital signage
- Set up pre-configured alert templates and department notices
- Animate static logos, text and graphics for more impact
- Create energy usage dashboards and real-time shuttle mapping
- Enhance the user experience through touchscreen designs

