

THE EXPERT'S GUIDE

# Digital signage for corporate communication



# Why digital signage works for corporate communication



**Inform, engage,  
inspire**

Digital signage reaches people in ways email and intranet can't. Placed in natural workplace hubs, screens make key messages clear, timely, and hard to miss.

With Smartsign, you create a shared experience – everyone sees the same message at the same time, which drives alignment, boosts engagement, and strengthens your company culture. Digital signage helps employees not just stay informed – but act.



## How to use corporate digital signage

- Keep everyone aligned.
- Show what your company stands for.
- Inspire action and engagement.



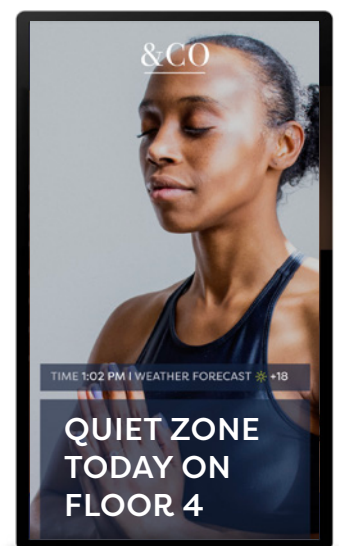
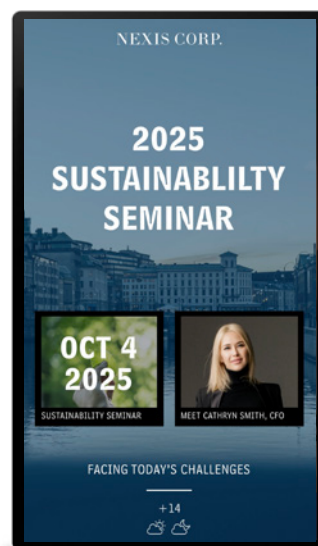
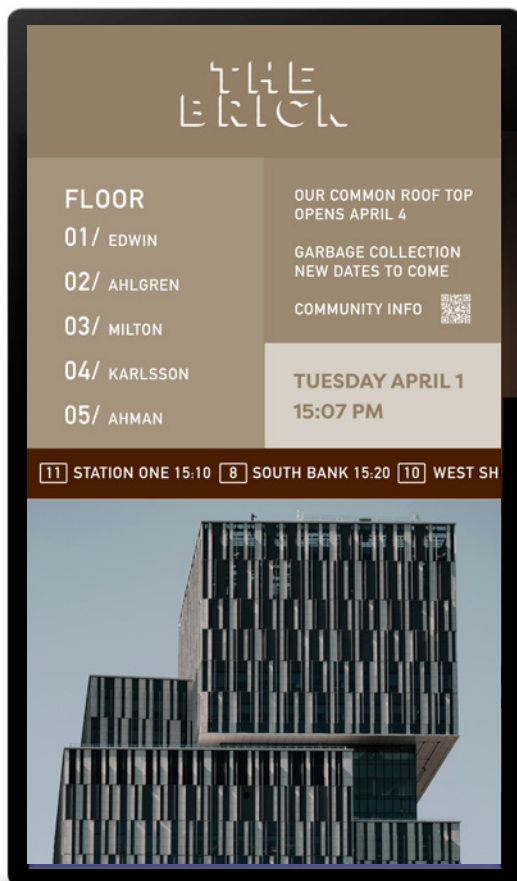
# Welcoming your visitors with digital signage

In corporate offices, the lobby is often the first point of contact for both employees and visitors. It's where first impressions are formed and orientation begins. This is making it an ideal space to use digital signage to create a welcoming and informative environment.



## Content ideas for your reception areas and lobby

Transform this space into a dynamic communication hub. Display welcome messages, company news, event schedules, employee highlights, real-time updates, and branded visuals to engage both visitors and staff.



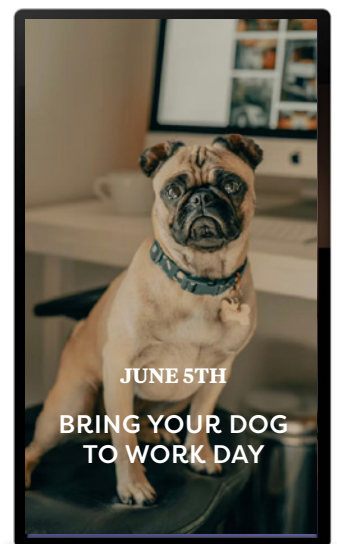
- Next public transport departures.
- Today's meetings or events.
- Rotating display of your company's SoMe.
- Branded touch screens for self-service.

# Let your office speak: inspire, inform, and engage

In a modern workplace, communication is everything. With digital screens, you can turn everyday spaces into sources of inspiration, guidance, and real-time connection. The result? An engaging office where the right message reaches the right people.



## Content ideas for your office space



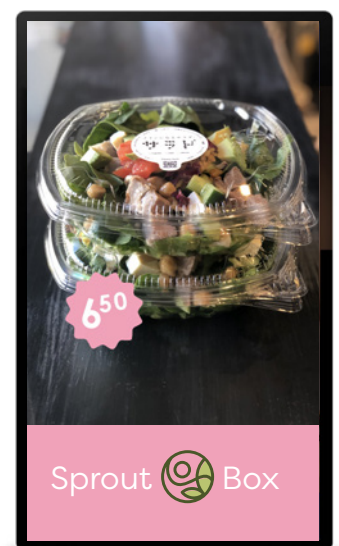
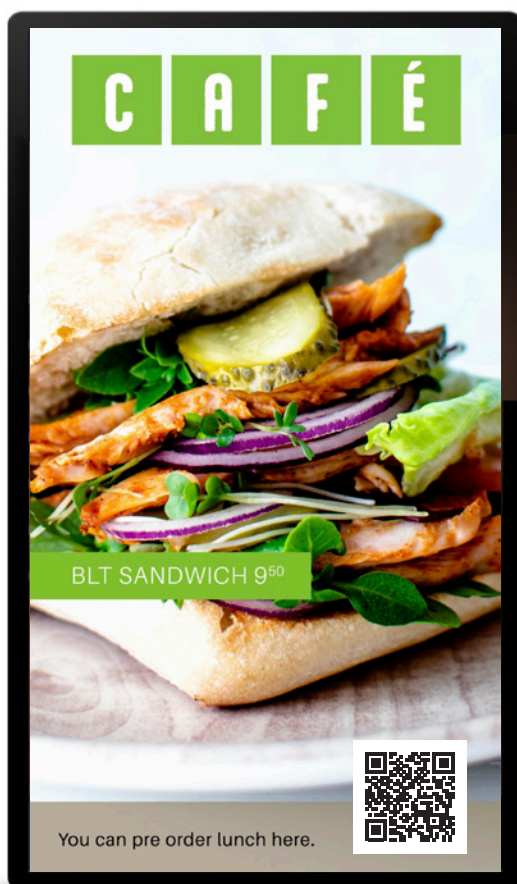
- Teams + SharePoint feed.
- Info about gym, canteen and events.
- Entertaining content.
- Promote a healthy work-life balance.

# Turning shared spaces into shared moments

Shared spaces like cafeterias, canteens and break rooms are more than places to grab a bite. Digital signage enhances these spaces by keeping everyone informed and engaged, turning everyday pauses into moments that strengthen community and culture.



## Content ideas for your break room areas



- Menus.
- Office vending machines (food & snacks).
- Healthy vs. unhealthy foods quiz.
- RSS feeds about food.



# Integrate your everyday tools



SharePoint



Trafiklab



Vitec Real  
estate system



XML



JSON



RSS



Tableau



PowerPoint



Teams Channel



Power BI



Instagram

**Interbook<sup>GO</sup>**

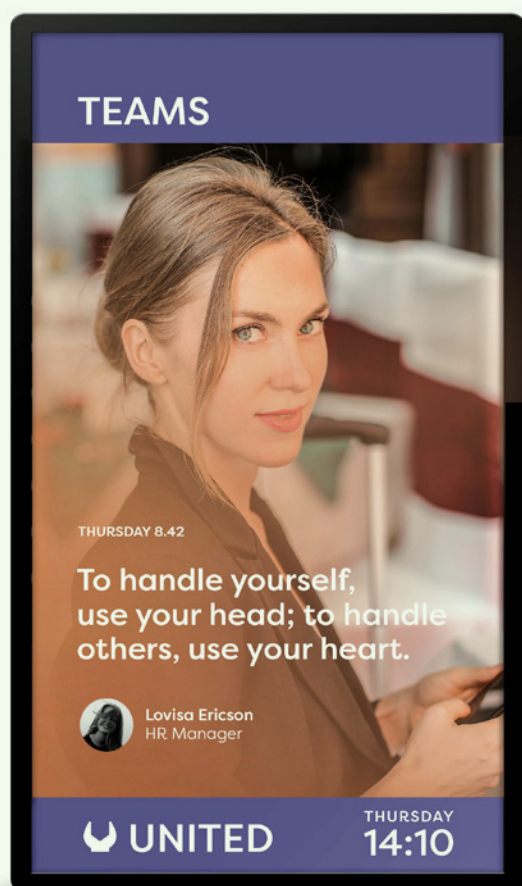
Interbook Go



Facebook



iCal



# Discover the power of Smartsign!



## Schedule content to screens

With Smartsign, you can easily manage and schedule content across multiple screens, including single displays, multi-display video walls, touch displays, and LED video walls.

Smartsign's user-friendly web interface lets you control all of your devices from anywhere.



## Compatible with most hardware

Smartsign supports many professional displays natively, including LG, Samsung, Sony, and Philips. For unsupported screens, Smartsign works with Windows PC, Chrome OS, and Qbic Android devices.



## Diverse content support

Smartsign supports various content types, including images, videos, PowerPoint, PDFs, URLs, and a templating tool for easy content creation and updates.

Integrations with Microsoft 365 Calendar, iCal, MS365 SharePoint, Teams, Yammer, countdowns, RSS, as well as data sources like XML, JSON, and CSV, make it easy to display real-time information and dynamic content.



## Power-saving solution

Smartsign not only saves you time, it also saves energy by automatically controlling the power of the screens.

Its power-saving features make it a green solution that is better for your wallet and the environment.



## Role-based access control

Smartsign's granular role-based access control ensures that users only have access to the features they need, providing a secure and customised digital signage solution.



## Free tailored training

Smartsign partners with integrators and end-users to provide training and ongoing support tailored to your needs, all at no additional cost.



## Discover the power of Smartsign!

From managing digital signage in stores to reaching internal staff with important updates, Smartsign is the all in one solution you need. Ready to see it in action? Enjoy a full Pro trial license if you book a demo.

[Product overview](#)[Start your free trial](#)