Digital signage for Municipality

Keep your community connected and informed

Inform, engage, connect!

In a municipality, information needs to travel fast—across departments, public spaces, and neighborhoods.

From welcoming visitors on roadside signs to sharing event updates or guiding people in community facilities, clear communication builds trust and transparency. With Smartsign, your whole community stays informed, every day.

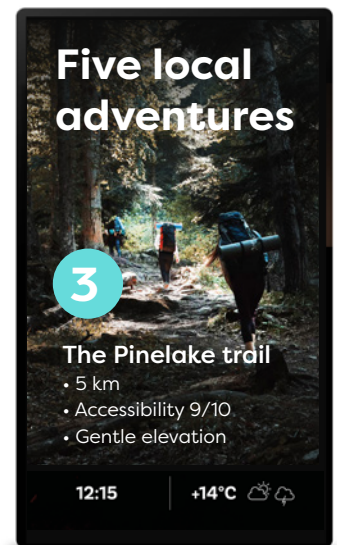## Digital Signage within your municipality can...

→ **reach out to your citizens and visitors**

→ **communicate important messages to public and employees**

→ **ensure diverse communities receive multilingual support during crises.**

Reach out with current events and messages

Digital signs make it easy to share information in public spaces without relying on emails, posters, or social media. With location-based content, you can keep residents and visitors informed about concerts, exhibitions and activities — right when they need it.

Content Ideas

→ Upcoming school events, library storytime, and after-school clubs.

→ Fun facts about local landmarks.

→ "Photo of the week" submitted by residents.

→ Top 5 must-see tourist attractions.

→ Rotating spotlight on local community happenings.

Reach out with vital information or when sudden situations arise

Digital screens let you quickly share important information. By marking a booking as urgent, you can override the usual content and reach everyone instantly with critical updates. You can also grant this priority access to selected users, ensuring the right people can push out urgent messages when needed.
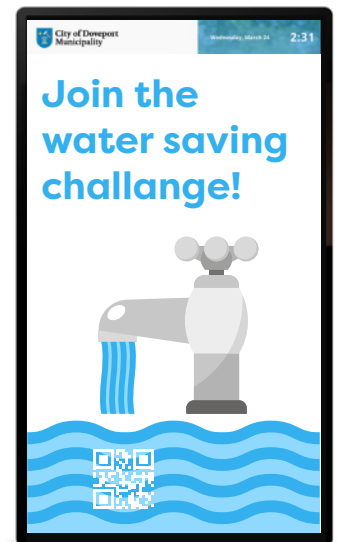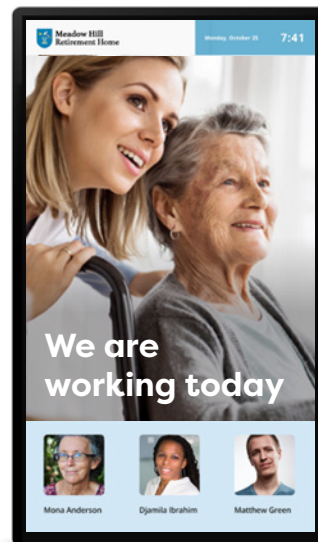
Content Ideas

Don't taste a mushroom you don't recognise!

Learn more about 14 poisonous mushrooms

TALLVIKEN KOMMUN

HEALTH QUIZ

Vitamins are a good source of energy

True   False

TALLVIKEN KOMMUN

Be a Fire Hero

Even a small spark can harm animals and trees.

FIRE BAN

TALLVIKEN KOMMUN

When will the plow get to my street?

TALLVIKEN KOMMUN

→ **Road safety campaigns.**

→ **Emergency Alerts.**

→ **Maintenance updates (roadworks, street lights, water, snow).**

→ **Safety reminders (e.g., crossing safely, online safety tips).**

→ **Quick "health tip of the day".**

→ **Live traffic updates or detours.**

Digital Signage within your municipality

Smartsign helps municipalities stay transparent, reduce information gaps, and connect more effectively with their communities. Managing communication across a town or city can be complex, but with digital signage, it doesn't have to be.

Content Ideas

- → **Waste collection schedules by neighborhood – and how to recycle.**

- → **Community development projects.**
- → **Municipal job openings.**

- → **Community involvement (polls & surveys).**
- → **Sustainability communication.**

- → **Community, health and social services info.**
- → **Political changes explained.**

Integrate your everyday tools

SharePoint

Trafiklab

Vitec Real estate system

XML

JSON

RSS

Tableau

PowerPoint

Teams Channel

Power BI

Instagram

Interbook Go

Facebook

iCal

TEAMS

THURSDAY 8.42

To handle yourself, use your head; to handle others, use your heart.

Lovisa Ericson
HR Manager

UNITED

THURSDAY
14:10
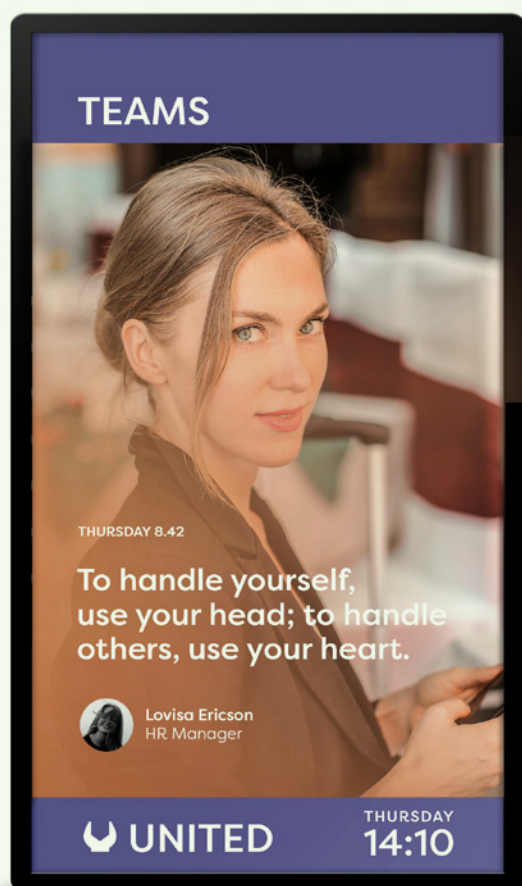
Discover the power of Smartsign!

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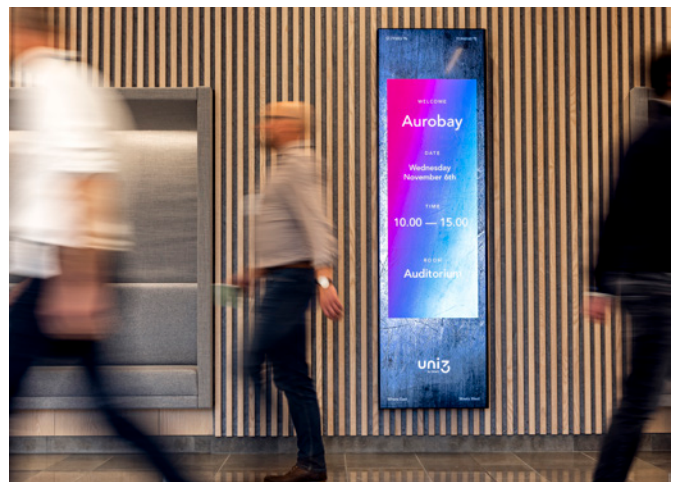
Role-based access control
Smartsign's granular role-based access control ensures that users only have access to the features they need, providing a secure and customised digital signage solution.

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**