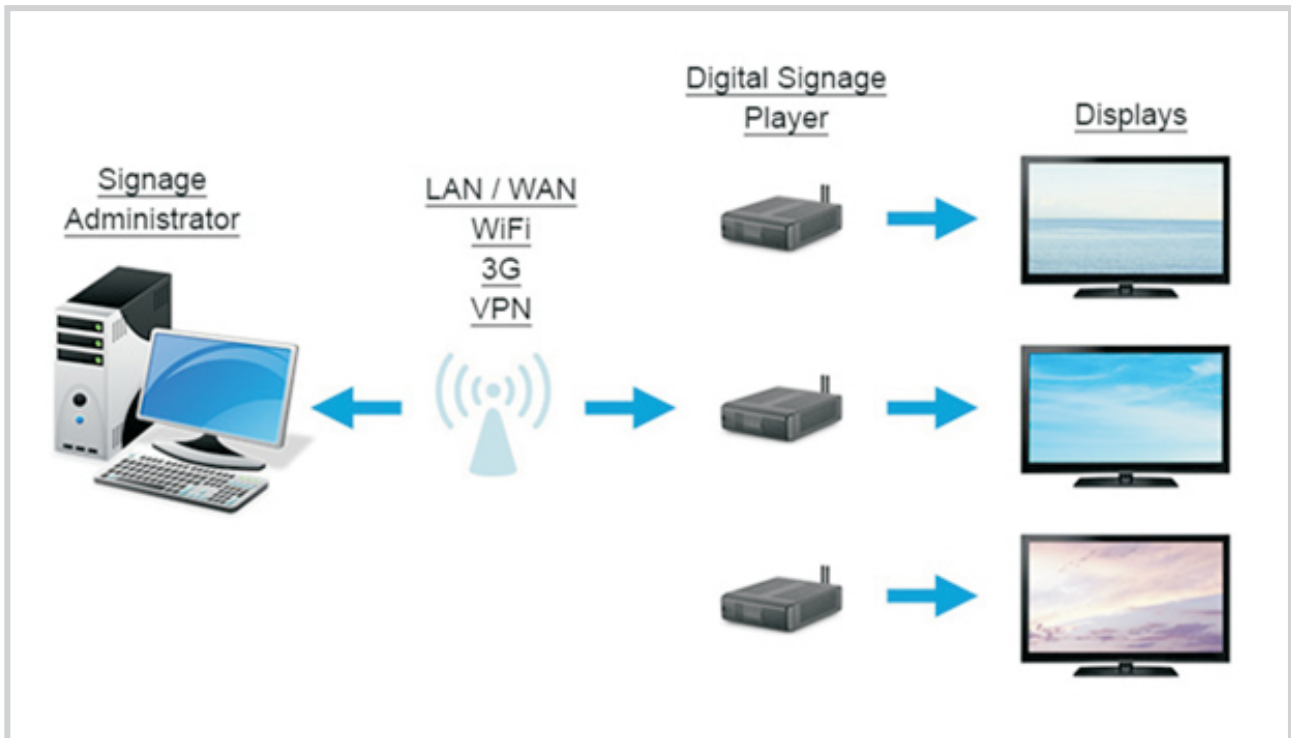# Digital Signage System (DSS)

Digital Signage System is used to promote/broadcast the products / contents. It basically use a media player and Bright LED screen to display content. Contents are pushed from central server to DSS and can be real time updates such as video, photos, ticker etc.

These systems are designed to display high quality content to target audience or general public. It can be installed indoor or outdoor having high public footfall. These are industrial grade LED screens with attached media player also called as thin client to store content locally.

The content is pushed from a central server for an immediate or scheduled time display.

There is a facility at Central server to update/push the latest content.

The system can be used to display information such as FD rate, Loan interest, currency exchange rate, share prices etc if installed in the bank. In retail sector it can show various products, schemes, in the form of still images, short video's scrolling ticker moving at the bottom of the screen in real time.

Benefits

- Real-time content like Bullion markets, stock markets rates, Forex rates etc
- Multiple contents on single screen such as fixed images, videos or ticker can be displayed at a time
- Dynamic content control
- Contents can be controlled from central location and contents can be area or region specific
- Cheaper than print media
- GO Green initiative to save paper and thin client technology saves a lot of power

Technical Specification

PC	Dual Core 3.0 GHz, 2GB RAM, 500GB HDD.
MONITOR	15" Touchscreen (SAW).

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