C2G.
CHIEF
DA-LITE.
LUXUL.
MIDDLE ATLANTIC.
PROJECTA.
VADDIO.

BEHIND THE SIGN
INNOVATION

DIGITAL SIGNAGE TRENDS & SOLUTIONS

L1 legrand® | AV

market trends

BEHIND THE SIGN

DIGITAL SIGNAGE PROVIDES A TOUCHSTONE BETWEEN ORGANIZATIONS AND PEOPLE ACROSS EVERY ASPECT OF LIFE.

We in the Pro AV industry can strengthen those community bonds with reliable digital signage systems that unfailingly communicate consistent messaging where it's most needed as well as engage viewers with entertaining content that inspires and delights.

LEGRAND | AV WORKS CLOSELY IN THE DIGITAL SIGNAGE SPACE WITH LEADING DISPLAY AND CONTENT SYSTEM MANUFACTURERS, we get the advantage of a larger view toward trends in the industry.
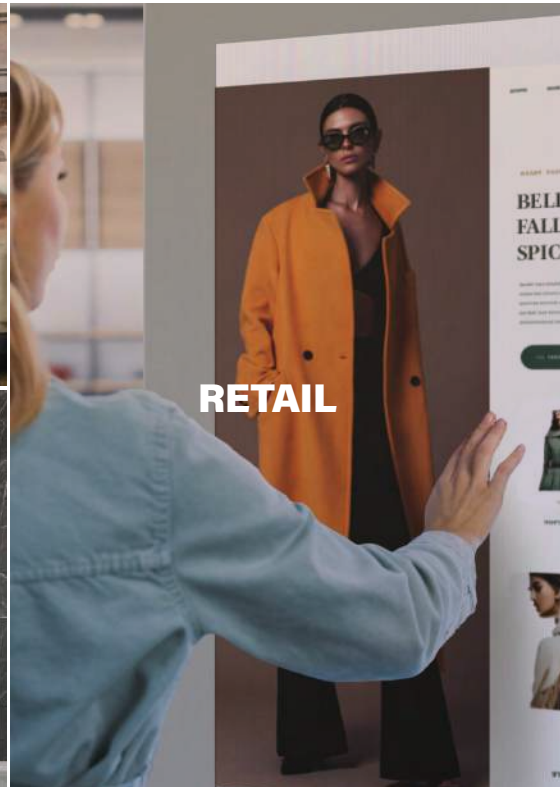
Being brand agnostic allows us to support displays, media players and content creators from across the digital signage landscape, giving specifiers the flexibility to change direction or work with the leading manufacturers they trust most. Our engineers work directly with display manufacturers to determine the best way to showcase and safeguard their solutions.

This unique perspective across the breadth of digital signage applications puts integrators choosing Legrand | AV ahead of the curve. We design solutions that solve problems they're encountering in the field to keep projects on track and meet the highest expectations.

LATEST TRENDS making lasting impressions through technology that **CONNECTS** people, spaces and experiences
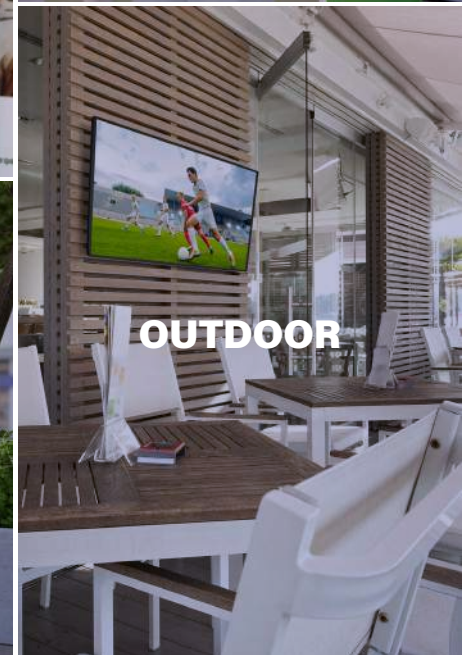

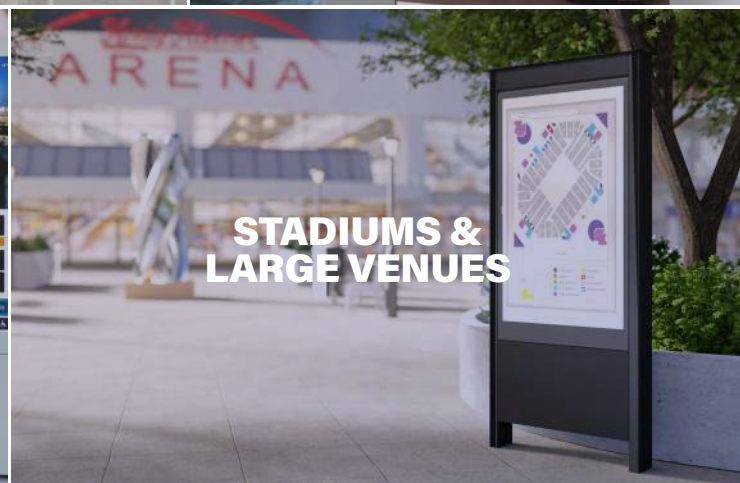RESTAURANTS & QSRs

RETAIL

HIGHER EDUCATION

CORPORATE

TRANSPORTATION

STADIUMS & LARGE VENUES

OUTDOOR

restaurants & QSRs

Digital signage is now an important part of the foodie scene from quick serve restaurants to sports bars to fine dining establishments. **WELCOME GUESTS, CREATE A MOOD, DISPLAY NOT-TO-MISS MENU ITEMS AND LEAVE A LASTING IMPRESSION**.

Digital menu boards prominently display the latest specials and allow customers to start figuring out their order from the back of the line with easier to read displays.

Self-service kiosks give guests another choice for ordering with the added benefit of double-checking their order for accuracy. **INCREASED ORDER ACCURACY** is the holy grail of QSR metrics, so providing fewer failure points should be an easy choice for chains looking to raise customer satisfaction.
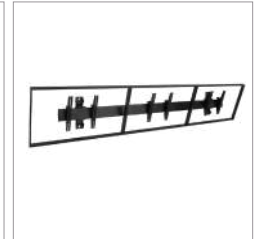
Also helping with order accuracy are **ORDER STATUS** boards which improve the experience with clearly labeled details for both food preparers and updates for the customer.

KEY PRODUCTS FOR

RESTAURANTS AND QSRs

Fusion Large Micro Adjustable Tilt Wall Mount

Fusion Large Wall Menu Board

Outdoor Tilting Wall Mount

ConnexSys Video Wall Mounting System
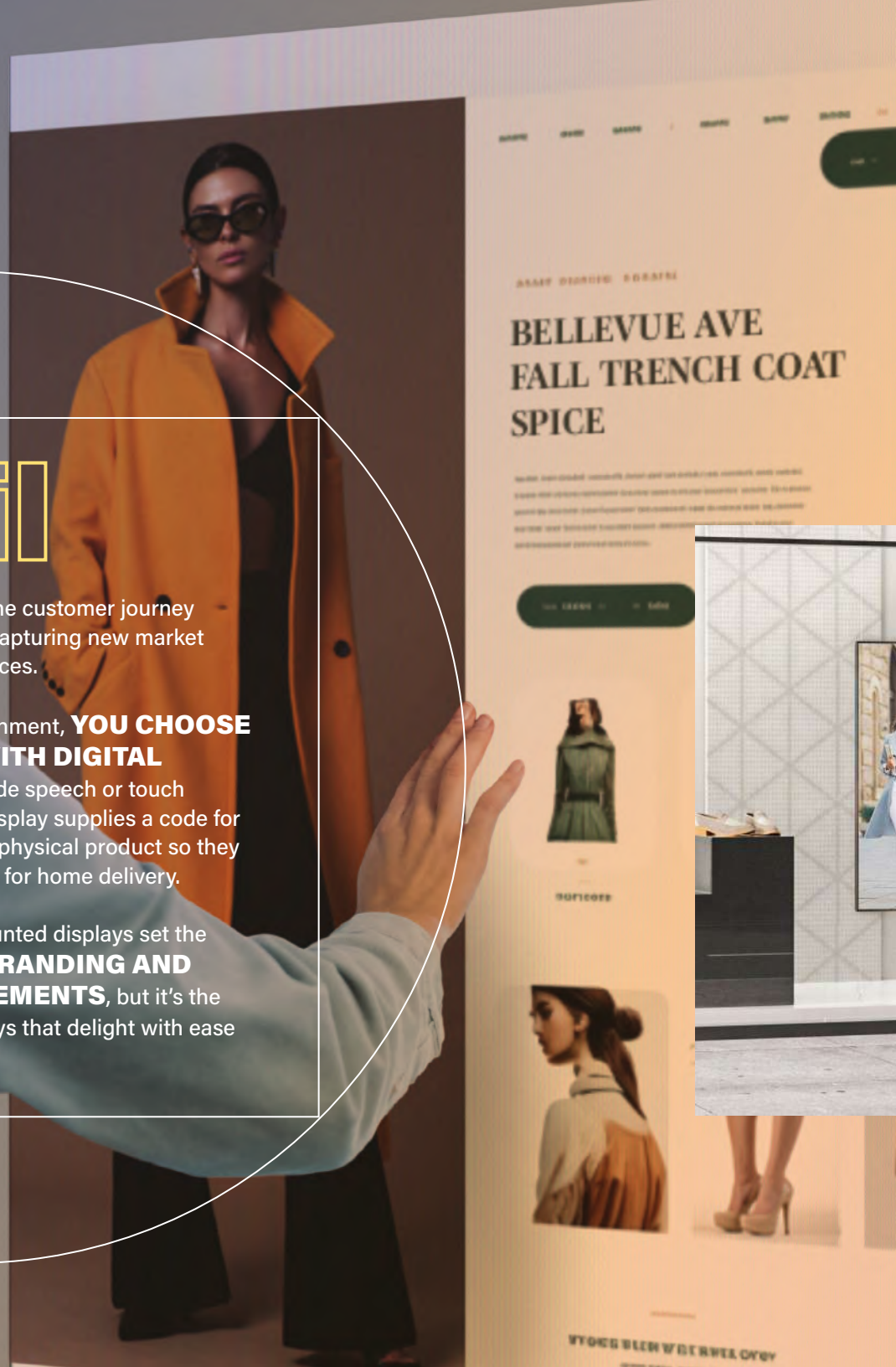

Samsung Kiosk Wall Mount

Outdoor Impact Floor Kiosk

retail

Retailers who individualize the customer journey through digital signage are capturing new market share with amazing experiences.

When walking into an environment, **YOU CHOOSE HOW TO INTERACT WITH DIGITAL SIGNAGE**. That may include speech or touch interactions, or maybe the display supplies a code for the customer inspecting the physical product so they can order it from their phone for home delivery.

Video walls and column-mounted displays set the stage with **ENGAGING BRANDING AND ENTICING ADVERTISEMENTS**, but it's the kiosks and interactive displays that delight with ease of ordering or customization.

KEY PRODUCTS FOR

RETAIL

Impact Floor
Mounted Kiosk

TiLED dvLED Video Wall
Mounting System

Outdoor Impact
Floor Kiosk

ConnexSys Video
Wall Mounting System

Cable Floor-to-Ceiling
Flat Panel Mount

Tablet Floor
Stand

40%
OFF
New Arrivals

corporate

Corporations are looking to maximize returns on any investments and the power of digital signage to **ENHANCE GUEST EXPERIENCES AND CREATE A POSITIVE IMPRESSION OF THE COMPANY** can't be overstated.

From a budget standpoint, digital signage can help get the most out of spaces by measuring analytics, it can measure who is using a space, how they are using it, and how to manage downtime effectively.

As a global company, the brands of Legrand | AV are also ready to assist global rollouts with support teams and shipping locations all over the world.

KEY PRODUCTS FOR
CORPORATE

Impact On-Wall Kiosk

TiLED dvLED Video Wall Mounting System

Outdoor Impact Floor Kiosk

Small Flat Panel Fixed Wall Display Mount

Impact Floor Mounted Kiosk

higher education

Colleges and universities have embraced digital signage as a **KEY ELEMENT TO REACH EVERYONE ON CAMPUS** to share essential information and messaging plans.

The need to convey dynamic messaging where it's most needed has shifted digital signage from a nice-to-have experience to a critical must-have solution.

Digital signage plays a role across multiple campus functions – dvLED walls for admissions recruitment and branding, dining hall menu boards, wayfinding and room scheduling, stadium signage and more. Even bookstores are using signage to **IMPROVE STUDENT EXPERIENCES**.

KEY PRODUCTS FOR

HIGHER EDUCATION

Outdoor Impact Floor Kiosk

Impact Floor Mounted Kiosk

Fusion Large Micro Adjustable Tilt Wall Mount

TiLED dvLED Video Wall Mounting System

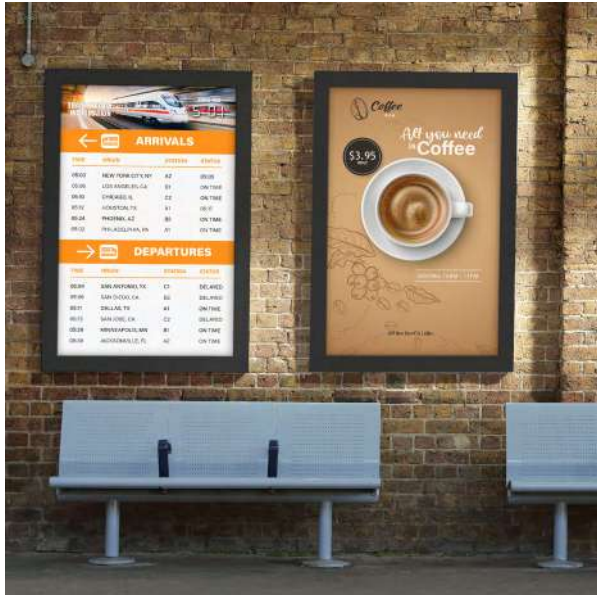Cable Floor-to-Ceiling Flat Panel Mount

transportation

Digital signage plays a major role in operational efficiency for the transportation industry. **WAYFINDING AND UP-TO-DATE, EASILY UNDERSTANDABLE SCHEDULES ARE VITAL IN GETTING PEOPLE WHERE THEY NEED TO BE.**
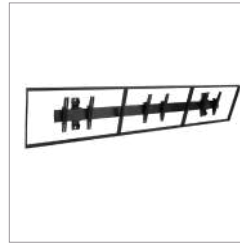
Airport terminals are filled with opportunities to reach travelers with marketing messages, digital kiosks add sales revenue opportunity by supplying a QR code to complete the purchase and set up convenient shipping directly to a traveler's home.

Help disoriented travelers find their ride with outdoor digital signage to direct them to pick-up locations. From drop-off to pick-up, digital signage can **IMPROVE THE TRAVEL EXPERIENCE** and **GENERATE ADDED REVENUE**.

KEY PRODUCTS FOR
TRANSPORTATION

Fusion Large Wall
Menu Board

Impact On-Wall
Kiosk

Impact Floor
Mounted Kiosk

TiLED dvLED Video
Wall Mounting System

Large venues are where digital signage shines. With the large variance in structural elements, including concrete slabs, columns, I-beams, high ceilings and more, it pays to have a manufacturer with **SOLUTIONS THAT CAN HANDLE ANYTHING A STADIUM THROWS AT YOU.**

Outdoor kiosks are increasingly becoming an **EXTENSION OF THE ARENA EXPERIENCE** – heightening anticipation on the way in and continuing the celebration on the way out.

Wind-rated outdoor column mounts **KEEP DISPLAYS, STRUCTURES, AND (MOST IMPORTANTLY) GUESTS PROTECTED** in the event of catastrophic failure. Suites and concessions provide additional digital signage opportunities with flat panel displays and menu boards.

stadiums & large venues

KEY PRODUCTS FOR
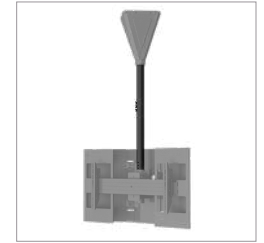# STADIUMS & LARGE VENUES

Outdoor Impact
Floor Kiosk

Structural Column
Adapter

Variable Column
Adapter

Outdoor Flat Panel
Ceiling Display Mount
with Column

outdoor

Many markets have opportunity for outdoor digital signage, which requires specialized support systems to **HANDLE SUN, HUMIDITY, RAIN AND WIND YEAR AFTER YEAR**. Outdoor-rated mounts maintain their aesthetic over time while protecting sensitive AV technology from punishing weather.

For large-scale rollouts in a stadium or other outdoor venue, it pays to have solutions that can be installed quickly and safely. Chief's focus on installer-centric design ensures that every part of the process has been addressed with features that keep projects on schedule.

Outdoor power solutions help to support the signage system as well as provide device charging opportunities to increase dwell time.

KEY PRODUCTS FOR
OUTDOOR

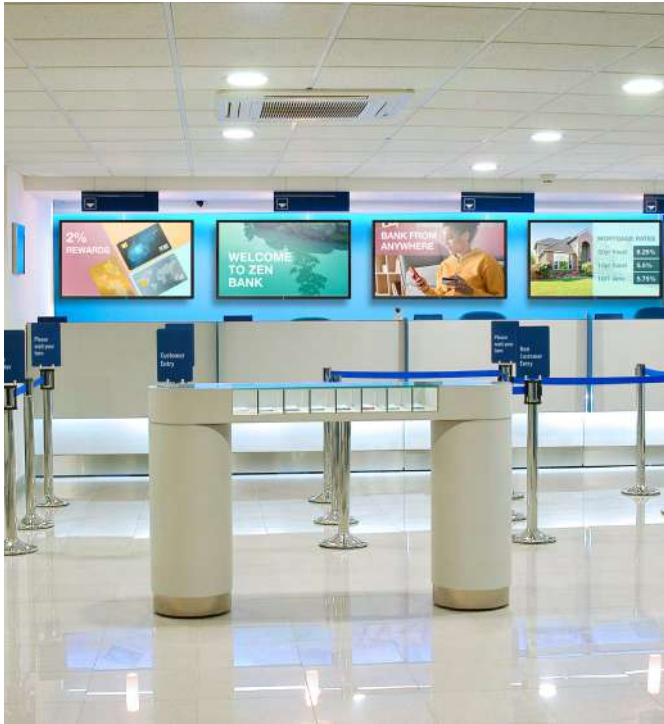Outdoor Flat Panel
Pedestal Display Mount
with Column and Plate
Cover

Outdoor Articulating
Wall Mount

Outdoor Impact
Floor Kiosk

other
markets

FINANCE & BANKING

Financial institutions can go beyond branding to driving product awareness, even providing one-to-one personalization capabilities for customers who opt in. Deliver accurate, timely information to customers at the bank branch with digital signage that reinforces the institution as a trusted advisor.

HEALTH & FITNESS

Remind guests of upcoming classes and opportunities with on-wall kiosks. Menu-boards can keep up with daily juice bar specials. Content on wall and ceiling-mounted screens keeps members engaged in workouts.

MANUFACTURING

Keep lines rolling with signage that keeps communication open between the front office and production areas. This includes current news, metrics, KPIs, safety information and shift-based announcements.

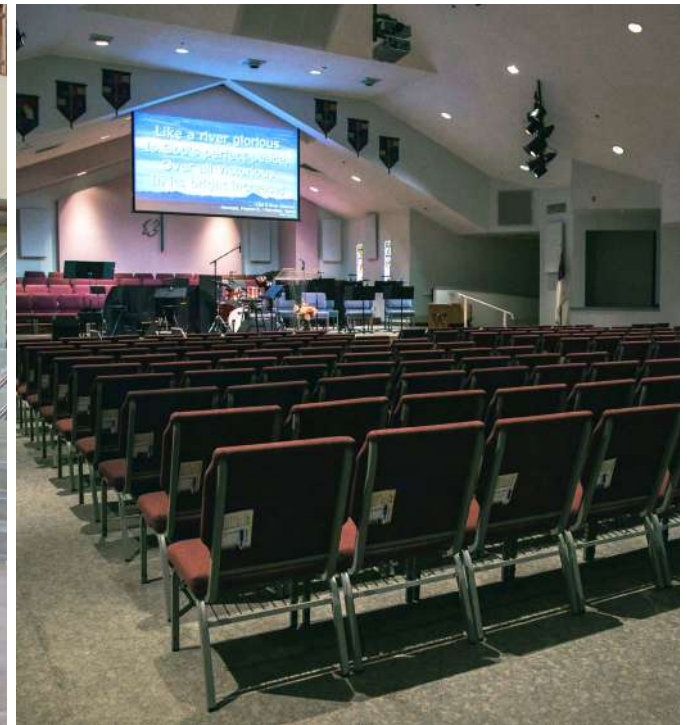markets. Here are a few more **TRENDS WE'RE SEEING**.

HOSPITALITY

Video walls and kiosks add to the atmosphere, help with wayfinding, and provide additional revenue opportunities through advertising local businesses and events. Increase guest comfort level with clear signage for conferences that can be updated with every breakout session.

HEALTHCARE

Hospitals and clinics are using the latest AV solutions to optimize spaces for better healthcare delivery and to keep providers and patients connected. Wayfinding is essential for large hospital campuses and digital signage displays provide reassuring updates for family members waiting for their loved ones in surgery.

HOUSES OF WORSHIP

Generate a tighter community bond with signage that welcomes worshipers, informs them of any recent announcements, and provides them a live video feed of the service, no matter where they are in the building.

partnerships

WITH DIGITAL SIGNAGE, SALES DON'T START WITH THE MOUNT. THEY START WITH A PURPOSE THAT DRIVES CONTENT AND DISPLAY CHOICES.

Legrand | AV has developed strong partnerships with industry leaders in the digital signage space. Once the hardware, software and content are decided, we're ready to step in to support with the infrastructure solutions that make the vision possible.

Our many partnerships across the digital signage landscape allows us to support displays and media players from across the industry, giving specifiers the flexibility to change direction or work with the manufacturers they trust most. Our engineers work directly with leading display and content system manufacturers to determine the best way to showcase their solutions so digital signage systems can look and perform their best.

How do these partnerships affect design? One example is our outdoor kiosks, which come with display specific perforated rear panels to provide separate intake and exhaust in accordance with the thermal guidelines of our manufacturer partners. The IP54-rated device storage area keeps components protected and at stable temperatures. This is just one of many **DIGITAL SIGNAGE SOLUTIONS BUILT TO ENSURE THE CONTENT IS THE STAR OF THE SHOW**.

We've got you covered at every stage with several specialized teams ready to jump in and assist with your latest project.

Need
help?

DIGITAL SIGNAGE TEAM

Legrand | AV's **Digital Signage team** specializes in providing end-to-end support throughout the entire process. Close connections with manufacturing partners and the AV design community help you avoid potential supply chain issues, not to mention the wealth of experience they bring to identify solutions that address your objectives.

SOLUTIONS ENGINEERING TEAM

For further assistance, the **Solutions Engineering team** is on deck to leap in with free system design, product swaps, diagrams and training. The five members of this top-notch group come from all areas of the AV industry and bring an incredible range of experience to helping customers through the more technical challenges of system design.

BEHIND THE SCENES TEAM

We have yet one more available team, but you'll probably never meet them. It's like having your own personal digital signage system lifesaver on the case. This team is called up to tweak a product or combine existing parts from the thousands of solutions on hand to meet your specifications. So, if all else fails…don't worry, we have a back up plan!

KEY
PRODUCTS

When it comes to the **LATEST TRENDS** in digital signage, the solutions listed above within each market are **OUR FAVORITE GO-TO PRODUCTS** to create incredible experiences that make lasting impressions.

We've also curated a collection of **BEHIND-THE-SCENES SOLUTIONS** you should consider to complete your digital signage system.

power & connectivity

For dependable digital signage systems, you'll need to carefully consider the underlying infrastructure – the connections and power supplies.

Middle Atlantic has designed power solutions specifically for the exacting needs of AV equipment. **AV POWER SOLUTIONS PROVIDE RELIABILITY, PROTECTION AND CONTROL TO EXTEND THE LIFE AND UP-TIME OF THE SYSTEM.** C2G's connection solutions are 100% tested at the production line to provide peace of mind it will perform as expected in the field.

CONNECTIVITY

HDMI over IP
Encoder

Network Controller
for HDMI over IP

HDBaseT
Extender Box

Performance Series
HDMI Cables

Cat6
Cables

USB
Cables

Power
Strips

KEY
PRODUCTS

switches &
access points

For network connectivity and extended power options that drive digital signage peripherals, Luxul's switches and access points provide the **FLEXIBILITY WITH A SMALL FORM FACTOR THAT WON'T REQUIRE MUCH SPACE BEHIND THE SIGN.**

Switches come in a variety of sizes and levels of control to fit your specific project needs. Some even include PoE self-healing with auto-recovery and power scheduling to handle small problems without having to intervene personally.

These Luxul access points only require a single Ethernet cable that delivers both power and data through the integrated PoE+ port to simplify Wi-Fi installation and minimize setup time and costs. They also handle the most demanding digital signage applications that require streaming media.

legrand | AV

SWITCHES

Unmanaged
PoE Switches

Managed
Switches

ACCESS POINTS

WiFi Access
Points

storage accessories & device holders

Digital signage systems require the ability to keep equipment close. Chief has storage and accessory mounting options for in-wall, above ceiling, or behind the display (even Thinstall mounted displays!).

These storage solutions are our top picks for specifying a secure and easy to service digital signage system.

STORAGE

Proximity In-Wall
Storage Boxes

Above Ceiling
Storage Boxes

Lever Lock
Plates

Storage
Panels

STORAGE ACCESSORIES & DEVICE HOLDERS

Clamp
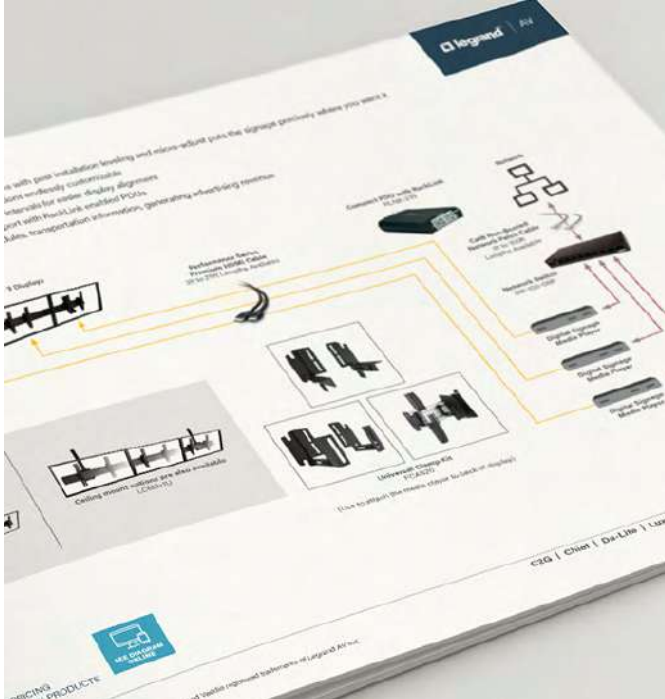Kits

Video Wall Accessory
Device Holders

Accessories for
Display Mounts

Forward Device
Clamps

tools & resources

DON'T FORGET ABOUT TRAINING

Check out AV University.

DIGITAL SIGNAGE SOLUTIONS

Explore the one-stop-shop for all things Digital Signage and let the signage do the talking with solutions that provide branding, wayfinding, up-to-date menu information and more.

DIGITAL SIGNAGE DIAGRAM COLLECTION

Kick it up a notch with one of our many free digital signage system diagrams to start the specifying process, and make lasting impressions through technology that connects people, spaces and experiences.

TiLED™
WEB TOOL

Our free web tool helps you create the video wall system you envision. Offering quick, convenient assistance for selecting the displays and mounting systems to design the right configurations needed.

MOUNTFINDER

For simple setups, our MountFinder™ tool is ready to match your exact display with a mounting solution that allows you to place it virtually anywhere regardless of stud location, wall surface material, or even weather challenges.

FUSION MULTI-DISPLAY CONFIGURATOR

Chief's Fusion Multi-Display Configurator allows you to build and order the parts necessary to meet your exact application requirements. Simply enter the number of displays, orientation and configuration details and we'll build a customized parts list of Fusion components to safely meet the exact specification.

corporate social
responsibility

Legrand has laid out its commitment to corporate social responsibility in four main areas that bring together the most tangible challenges for stakeholders.

DIVERSITY AND INCLUSION

For Legrand, diversity and inclusion are a source of sustainable performance and prosperity. It is our ambition to be a leading player in the area of inclusiveness, embracing and promoting all types of differences.

REDUCING CARBON FOOTPRINT

It is urgent to reduce our carbon footprint in order to fight climate change. We're committed to reducing carbon emissions related to our own activities by 50% and carbon emissions in our value chain by 15% by 2030.

LIMITING ENVIRONMENTAL IMPACT

Integrating a circular economy approach into our activities is a major component of our sustainable development. We're innovating to build an economy in which the end-of-life of a product is taken into account to limit environmental impact.

Legrand | AV partners with SAVe! 🖐️ **SAVe** Sustainability in AV

PRIORITIZING SAFETY, HEALTH & WELL-BEING

Acting responsibly means respecting and supporting all stakeholders, including employees and customers. This means prioritizing safety, health and well-being of teams, and we help and expect suppliers and subcontractors to comply with these same standards of social and environmental responsibility.

GO THE DISTANCE
with Active Connectivity

Overcome 'passive' cable length limitations. Amplify and boost your signal with C2G.

Extend 4K HDMI up to 130ft over a single Cat6a network patch cable using HDBaseT technology.

www.legrandav.com/products/c2g