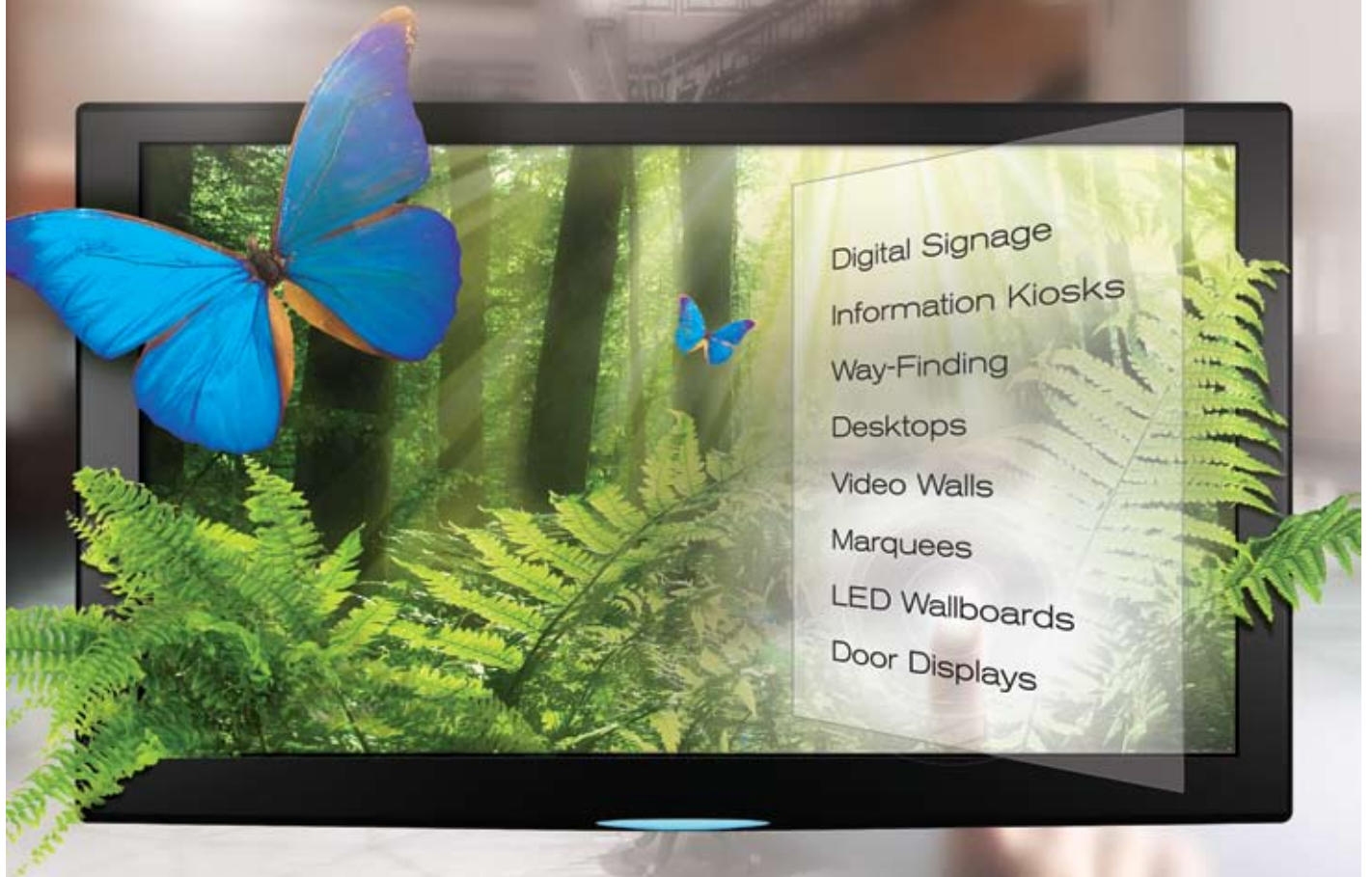


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The Immersive Visual Experience

Article and ad published in the USA Today Digital Signage Supplement on March 20, 2009.

DIGITAL SIGNAGE can add vitality and information to an environment, and the hospitality industry illustrates how it can be used to provide a more satisfying overall customer experience.

Hospitality establishments are thinking well beyond wall-mounted generic displays and are implementing an entire visual communications eco-system in order to create a total visual communication experience for their guests. This new model embodies a broader range of display-types presenting a wider array of relevant and timely content to more points across an entire venue (i.e. property).

Steve Gurley, Vice President of Marketing for Symon Communications, which provides visual

communications solutions to hospitality and other markets says “The hospitality industry is without a doubt setting a digital signage standard to which other industries should aspire”.

The visual communications eco-system embodies a broad portfolio of display end-points located throughout an entire property. This includes LED marquees near outdoor thoroughfares, video walls in lobbies, interactive kiosks in common areas, door displays next to meeting rooms, way-finding screens in conference areas, LED wallboards in back-office areas and traditional digital signage in restaurants, lounges, etc.

Relevant and timely content also helps assure that guests know where to go, what is happening

and ways to maximize their visit. Since hospitality venues are operationally driven by their event management systems for room scheduling, amenities, catering, assets, etc., the interface of these and other similar systems to digital signage can assure that the information shown is engaging and useful.

Gurley says “a more comprehensive view of visual communications allows guests to select services and find their way more easily”.

By centrally managing the visual communications environment, efficiencies can be achieved in both initial and ongoing costs. Gurley concludes “Those who have deployed the visual communications model are clearly reaping the rewards.”