

Improving the ROI of Outdoor Digital Signage

By Matt Nelson, CEO of AvaLAN Wireless Systems, Inc.

Outdoor digital signage has a proven ability to generate more revenue through better utilization of the same physical space. Despite tough economic times, the digital signage industry is continuing to grow at an accelerated pace. AvaLAN Wireless Systems provides ultra long range industrial wireless internet connectivity for outdoor digital signage. AvaLAN has over 35,000 industrial wireless devices deployed that enable Ethernet protocol connectivity at the edge of the Internet. AvaLAN is helping to improve the return on investment of digital signage systems by reducing or eliminating recurring wireless service costs and expensive installation costs.

Most outdoor digital signage utilizes local advertising content. If the source is within 40 miles of the digital billboard, this local content can be wirelessly deployed through a "closed" industrial wireless network instead of an expensive cellular type network. Typical 3G or cellular data services can range from \$30 to \$50 per sign each month. A company that manages a digital signage network of 100 signs could save over \$60,000 per year by using an AvaLAN Wireless network. In addition to saving on recurring wireless service charges, the AvaLAN solution saves on installation costs. Many outdoor digital signage systems are located across a paved parking lot. Using wireless to get connectivity can eliminate expensive cable installation costs which can also save thousands of dollars. Decreasing costs and improving digital signage systems will enable continued growth in the industry. Digital signage network providers and advertisers are always looking for a way to reduce costs and industrial wireless connectivity has proven its value. AvaLAN is energized by the growth in the digital signage industry and is looking forward to leading the market for wireless content delivery and management of displays.

AvaLAN Wireless has been a key supplier of wireless connectivity to Daktronics for over two years.

Daktronics is the world's largest supplier of large format LED display systems, including digital billboards, large-screen video displays and control systems for sports and commercial venues. The company's digital LED billboard division installed its first digital billboard in 2001 and quickly became the top digital billboard manufacturer. Daktronics has installed more than 950 digital billboards nationwide in more than 150 cities. Daktronics uses AvaLAN Wireless technology in their installations because it has demonstrated consistent robustness and "best in class" reliability in a variety of environments.