

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How Your Business Can Save Time And Money With High Tech Digital Signage

By Chad McDonald

Simply put 'digital signage' is an electronic display device which is used in and outdoors to present constantly changing, computer generated information with full motion video, text, and animations. Digital signage is considered to be a dynamic billboard or poster.

You can call it captive audience networks, digital signage, electronic display networks, digital dynamic signage, narrowcasting, data casting, digital in-store merchandising, employee TV, captive audience networks, out-of-home media networks, retail TV, digital media networks, electronic billboards plus other terms one thing is true, it's here to stay.

The display devices used in digital signage systems include Plasma Display Panels (PDPs), liquid crystal display monitors (LCDs), cathode ray tube Monitors (CRTs), normal televisions, projection display screens, scrolling led message boards and stand alone kiosks with touch screens for interactivity.

How Digital Signage Can Save Your Business Both Time And Money:

As stated earlier, digital signs are used to display a variety of applications and technologies that extensively help in the advertising and promotion of a business. You've probably seen digital screens showing up in many places such as super markets, public transportation, etc. In general it can be said that digital signage completely refers to an electronically controlled screen or sets of screens which can be remotely updated over the internet without any cost or expense of changing the physical posters.

Therefore it is very easy and cost effective to change your targeted message and can be updated on hundreds or thousands of displays at a time. This new industry has led to product innovations to project images and video directly on the store windows using a reverse image screen. It is very important to use the right digital signage software package to ensure that the correct message should appear at the right time.

Here are a Few More Benefits of Digital Signage

The main advantage: A digital sign has the ability to update content and deliver your specific message

How Your Business Can Save Time And Money With High Tech Digital Signage

to specific audiences at specific geographical locations every time and on time!

Cost and Time Savings: Your message goes out in minutes rather than weeks and you save HUGE on not having to print.

Making Money for a Change: If your location has a viable market for advertising you can now sell ad space to recoup your cost of installation. Additional revenue streams are SMART!

Command Customers Attention: A digital sign has the power to stop and get your customers attention through motion and sound just like a regular TV but the location of the screen is at a more opportune moment.

For example: let's say you have a business selling a variety of paint from different manufactures all on one shelf. Customer 'A' walks in and needs paint but not sure which manufacturer to go with and would like more information. With a digital screen over that isle providing more information to your client while they wait for you to finish up and greet them, they can be watching a short paid advertising presentation from one of your manufacturers.

Studies are proving this form of advertising influences purchasing decisions exponentially!

Quick and easy update of content: The content of a digital signage system can be changed at various locations and on a predetermined schedule from one central design station by utilizing the internet.

Further information can be found by looking for digital signage online to find companies offering different products and digital signage software packages. As the price of computer hardware continues to fall rapidly I think you'll continue to see more and more digital screens popping up in unexpected places!

Submitted by Chad McDonald for those needing

digital dynamic signage

information about the

digital

signage

industry.

Tools Every Do-It-Yourself Landscaper Needs

By Chester Smith

How Your Business Can Save Time And Money With High Tech Digital Signage

There is no doubt that choosing to do your own landscaping is the best way to go for many people. Not only do you save a lot of money by not hiring professionals to do the work, you also will get to enjoy a lot of time outside. Landscaping is good exercise and a great way to spend an afternoon.

Any do-it-yourself landscapers will require a variety of tools, from basic to high tech, in order to get the job done right. Here are some of the tools that are essential for doing your own landscaping.

Software: Yes, believe it or not, a good landscaping program can be essential when you are designing the layout of your lawn and garden. I use the Master Landscape & Home Design by Punch! Software. I bought this program for my wife back in 2003, and we have used it a lot ever since. The 3D Photoview technology allows us to put in digital pictures of our home and garden and then implement any changes on the screen before we put them into effect in our yard. The PlantFinder allows us to find plants that are the most appropriate to the soil and climate conditions where we live, and it even has a calculator to help us estimate the costs of the plants from different stores. This is about as high tech as I get when it comes to landscaping, though.

Lawn mower: You might not realize it, but mowing the lawn is an essential part of any landscape. A lawn mower is therefore a critical part of doing your landscaping yourself. Buying a lawn mower can be a tricky business— you can get models with everything included but the kitchen sink. The fact is, a second hand lawn mower that works can be just as good as a brand new model straight from the catalogues. If you have a large area to mow, you will probably want to invest in a riding lawn mower to save time and aching muscles.

Weed Whacker: There are points on your lawn that your mower just won't reach, around fences and right beside patios, around any fruit trees or berry canes. For these, you will need a good weed whacker. The best models come with several attachments, appropriate to chopping down a variety of weeds— especially if you have slacked off and allowed some of the hardier varieties to grow up. These can be death for the average string-and-coil whacker, and you will need some good plastic to stand up to them.

There are several other tools that every landscaper needs, most of them relatively low tech in comparison to those above. A variety of shovels, rakes, and pruning instruments are all essential, as are a good pair of gloves. All of these tools will be dependent on what you have planted in your landscaping, and more complicated designs may even require some basic knowledge of electricity, carpentry, and hydroponics.

Chester Smith maintains a website for do-it-yourself landscapers. Check out his site at:

<http://yourlandscapes.com>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!