DSIGN DIGITAL
Overview & Capabilities

dsign digital
TV | VIDEO | DIGITAL SIGNAGE

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OVERVIEW

Founded in 2005, DSign Digital a full-service digital signage and television & video production company based in Glastonbury, CT.

Named one of the fastest growing Connecticut companies by the Hartford Business Journal in 2007, DSign Digital works on a variety of projects ranging from; TV commercials, TV shows, corporate and non-profit videos as well as providing digital signage systems and digital signage content design and production.

We have won numerous Telly and Emmy® awards for our work and continue to strive to leverage the latest technology and expertise to achieve the best results for our clients. We have had the privilege to work with high-level clients such as; Mohegan Sun, Pepsico, NECN, University of Connecticut, Hartford HealthCare, Henkel Corporation, Lincoln Financial Advisors, Uniprise, CPTV, United Way, Timex, Travelers Insurance, Wadsworth Atheneum, TYCO and many others.
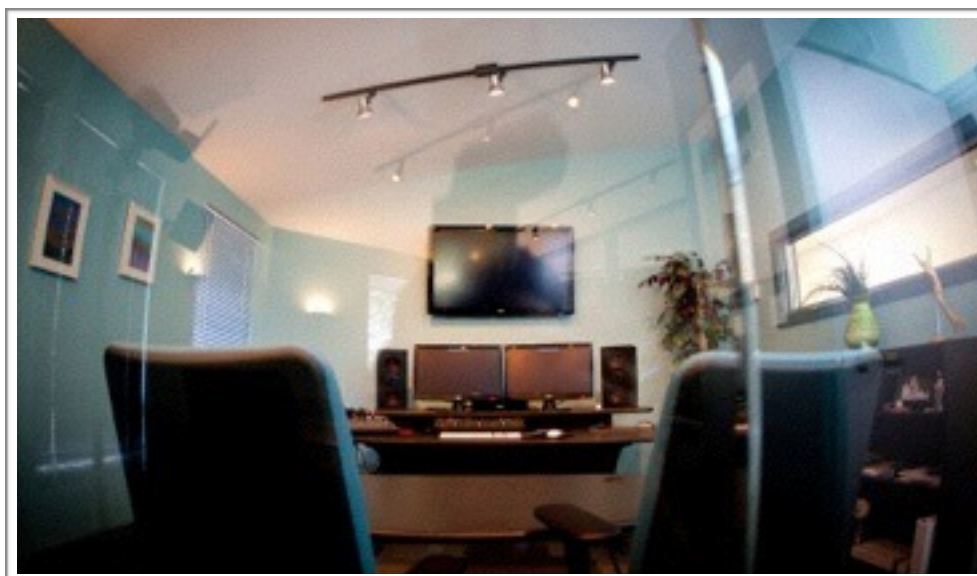
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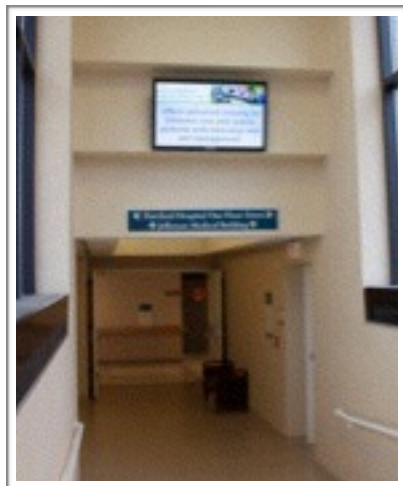
What is digital signage?
It's a communications tool, that gives you the ability to directly communicate your messages to a specific audience at a specific time.

PremiereSign system
Our PremierSign system consists of a LED flat-screen with a high-definition playback device to deliver custom content
(incl. vido, audio, graphic, still images and live web content)
in a timely way, that is easily
updated locally or remotely.

What is a Multi-Touch Kiosk?
Multi-touch tables and kiosks deliver customer information and marketing messages through interactive videos, images, games, quizzes, surveys and more. Your audience doesn't just look, they touch, swipe, pinch and spin, for a deeper, more exciting user experience. Users get involved with your product and your brand in a way they never have before. Give your audience more to see, more to touch, more to interact with and you'll get more back in return.

Our PremiereTouch system
Our PremierTouch system consists of a ultra-slim LED flat-screen combined with a up to 32 point multi-touch frame, a computer and customizable software, housed in a metal kiosk stand.

Why use us?
As a full-service digital signage provider, we offer no ongoing licensing fees, quick turnarounds, on-site installation, maintenance and system training. Our expertise in dynamic content creation and attentive customer service has build lasting relationships with our customers.

CASE STUDIES

Hartford Hospital
Healthcare Facility

Purpose: Inform and educate patients, visitors and staff on a daily basis.

Project: 21 PremierSign systems and a video wall were installed across the hospital campus. Hospital staff were trained on how to manage, schedule and update the digital signage content. Initial static content and motion graphics were designed as templates for the staff to use as they make their daily changes.

Results: A powerful campus-wide digital signage network that allows the hospital to directly and effectively communicate to their audience.
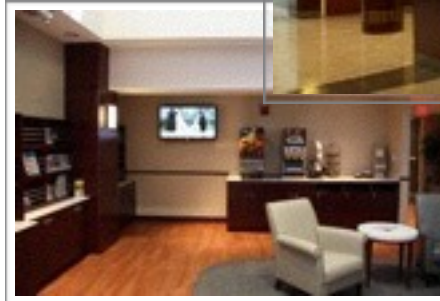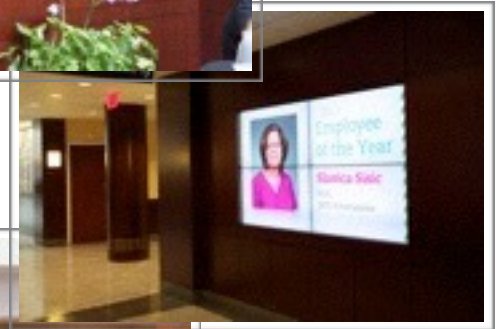
Hartford Medical Group & Hartford Specialists
Physician Network

Purpose: Inform patients and visitors about services, events and medical staff.

Project: 8 PremierSign systems were installed state-wide at multiple HMG & HS offices. Dynamic content was created to introduce staff and physicians and to inform patients about services and events.

Results: A state-wide digital signage network that allows HMG & HS to reach its target audience in an informative and engaging way.

CASE STUDIES

Wadsworth Atheneum
Museum

Purpose: Display upcoming exhibits, events and ticket pricing.

Project: Installed PreimerSign systems in main lobby and throughout the atheneum. Provided consultation, installation, software training and motion graphic templates for content.

Results: A digital signage network with customizable content that atheneum staff can update and modify as needed.
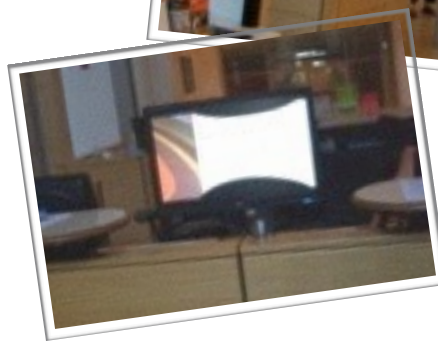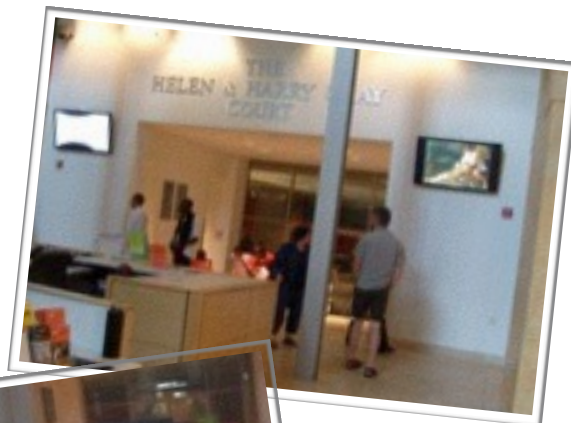
Town of Amherst
Municipality

Purpose: Schedule and display town meetings and events as required by Massachusetts state law.

Project: Installed PremierSign systems in the town hall, senior center and other locations. Provided software training to town staff and content graphic templates. Also, provided the ability to pull-in web-based content.

Results: A successful town-wide digital signage network with content that town employees can update and modify as needed, that meets the state requirements.