



什麼是 VSignage

VSignage 方案可透過 VCAST 機頂盒 (VBox), 把豐富的動態多媒體視頻內容直播或點播到不同屏幕或地方。與傳統印刷媒體相比, 此方案不但成本效益高, 而且能於最理想的時間, 將最適切的訊息, 傳達給最合適的觀眾。

應用範圍

- ✓ 即插即播, 毋需技術培訓
- ✓ 7/24 運作及中央內容管理
- ✓ 靈活編制節目時間表
- ✓ 支援實時及預錄視頻內容
- ✓ 即時更新內容及顯示版面
- ✓ 整合即時新聞、天氣消息或 RSS 訊息
- ✓ 插播影片、廣告或突發消息
- ✓ 支援電腦或流動裝置同步廣播

食肆及連鎖店

- 推廣精選菜單及促銷貨品
- 展示最新產品及服務
- 發放新聞及廣告資訊
- 招徠新客戶
- 增加銷售及廣告收入

國際展覽及會議

- 介紹現正進行的節目或活動
- 實時整合多媒體資訊
- 吸引訪客目光
- 增加參觀人次
- 有效提供現場資訊
- 建立品牌識別

醫院、診所及安老院

- 發放通告、推廣健康生活
- 闡釋特別情況及處理措施
- 減省工作量/人手
- 消磨輪候時間
- 促進醫療人員與病人的關係

企業傳訊

- 及時發放企業資訊給員工
- 有效聯繫沒有電郵、未能上網、於不同地點或時間當值的員工
- 讓員工緊貼企業動向
- 提供一個生氣勃勃的工作環境
- 傳遞重要、直接、個人化的訊息

銀行及金融服務業

- 介紹分行服務及最新推廣
- 於重要時刻即時更新資訊
- 消磨輪候時間
- 招徠新客戶
- 確保分行發佈一致訊息

酒店及旅遊業

- 指示方向/活動時間表/留座
- 展示排隊時間/飲食推介/地圖/導覽
- 宣傳酒店設施
- 有效指引訪客到所需目的地
- 提供愉快經驗
- 吸引客戶再訪

校園電視

- 校園通告, 新聞及天氣消息
- 早會廣播/緊急事項
- 促進師生與家長的溝通
- 中央管理校園各類資訊



Bringing Your Information ALIVE! VSignage Intelligent Real-time Digital Signage Solution

What is VSignage

VSignage delivers dynamic and enriched multimedia contents and display to multiple screens or locations by using VCAST's set-top-box (VBox). It offers high ROI compared to traditional printed signs as it presents the right message at the right time, to the right audience.

Usage Scenarios

Restaurants & Chain Stores

- Highlight weekly specials
- Product / service showcase
- News, entertainments & ads
- Attract new clients
- Raise revenues

Exhibitions & Conferences

- Introduce current programs
- Integrate real-time rich media
- Attract eyeballs & drive traffics
- Provide onsite info
- Brand recognition

Bank & Financial

- Highlight branch services
- Continuous info updates at strategic times
- Min. perceived waiting time
- Attract new clients
- Release consistent messages

Healthcare & Elderly Care

- Post notices
- Promote healthy lifestyles
- Explain specific conditions or treatments
- Lower workload / Save staff
- Min. perceived patient time
- Enhance physician & patient relationship

Corporate Communications

- Timely disseminate corporate info
- Effective for employees without email or Internet access, in different locations or different shifts
- Create a lively work environment
- Plugged-in with company directions
- Convey importance, immediacy or personalization

Hotels & Tourism

- Provide directions, event schedules & tickets/ dining reservations
- Show queue times, food & beverage specials, maps & tour guides
- Advertising for hotel amenities
- Direct clients to desired destinations
- Provide a pleasant vacation experience to attract repeated visits

Campus TV

- School news & weather alerts
- Morning / emergency announcements
- Enhance communications among teachers, students & parents
- Centralized management of campus-wide info

- ✓ Plug-n-play with no technical hassle
- ✓ 7/24 operation and centralized content management
- ✓ Flexible program scheduling
- ✓ Support LIVE & archived AV contents
- ✓ Dynamic contents & display layouts
- ✓ Integration of the latest news, weather or RSS feeds
- ✓ Ad-hoc insertion of live videos, ads or emergency messages
- ✓ Simulcast via Web or Mobile