

ENTERTAINMENT

Sell Tickets and Fill Seats.

Attract attention and expand your audience reach by incorporating digital signage into your entertainment venue.



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Digital signage has an recall rate of 83% - almost double the retention rate for traditional advertising.

Inform & Excite

Bringing digital signs into an already entertaining experience can attract and inform audiences while increasing engagement, interaction and brand experience. Digital signs inform visitors about sporting events, concerts, and attractions, creating awareness about everything the venue has to offer. Digital signage allows marketers to adjust and tailor messages in real-time, ensuring relevance to current audiences.



Digital signage has a 47.7% effectiveness on brand awareness.

Indoor Engagement

Optimized screen content delivers personalized messages based on the target audience's preferences and behaviors. Create a memorable, on-brand experience and entertain your guests -- reducing perceived wait times. High-definition video display technologies create an exhilarating atmosphere throughout the venue. Employ powerful and scalable cloud-based digital signage software, allowing the user to create and manage messaging across all your signs from one location - indoor and outdoor.



Digital displays capture 400% more views than static displays.

Exceptional Performance

For over 35 years, Optec has advanced LED sign technology -- building a reputation for quality LED signs with spectacular color, brightness, and clarity. Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Optec's dynamic software solutions, content creation services, and U.S. based Care Team work to provide exceptional customer experiences. Our LED displays create new opportunities for stadiums, amusement parks, movie theaters, or any entertainment center to connect and interact with their audience.



Digital signage creates a 46% increase in customer satisfaction.



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64% of digital signage users cite increased customer engagement as the main benefit of digital signage.