

Government & Municipal Community Outreach.

Digital signs empower institutions and agencies at the federal, state, and local levels to communicate effectively with the public and employees.



Worldwide Headquarters
1700 S. De Soto Place, Ontario, CA 91761 USA
Phone: +1.800.876.1668 Fax: +1.626.369.7858
www.optec.com

Digital signage reduces perceived wait times by more than 35%.

Influence and Engage

Energize and inform people about your organization's operational goals and objectives. Digital signs promote public awareness, by keeping your community informed about all of the resources available to them like providing up-to-date news and weather alerts, promoting upcoming events, or keeping the public informed with community updates. Flexible and easy-to-use, your digital signs can engage directly with your target audience – the people in your community who see your signs every day.



Visuals get 94% more views than text-based information.

Community Connection

Indoor LED displays catch the eye of your visitors with deeper colors, higher brightness, and captivating visual graphics. Digital signs in libraries, city halls, council chambers, or community centers inform the public with up-to-the-minute news and information. LED displays can present a warm welcome or direct visitors with dynamic way-finding displays. There is opportunity to provide mission-critical visualization by implementing outstanding media management with workflow solutions.



Good internal communication drives 25% higher employee productivity.

Trusted Technology

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. Whether engaging your community with brilliant graphic messages on a single sign or deploying numerous displays across your network - Optec brings years of experience working with IT teams at government, municipal and community organizations to provide safe, secure communication options.



Digital signage has an astounding recall rate of 83%.



DISPLAYS, INC.

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Presentations that utilize visual aids are 43% more persuasive than those that don't.