

PROFESSIONAL SERVICES

Driving Brand Recognition.

LED signs inform your best potential customer about your products and services 24 hours a day.



INF SMD 8MM 10' x 9'



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DISPLAYS, INC.

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57% of digital sign users indicate that digital signage has helped them improve customer service.

Attract Attention

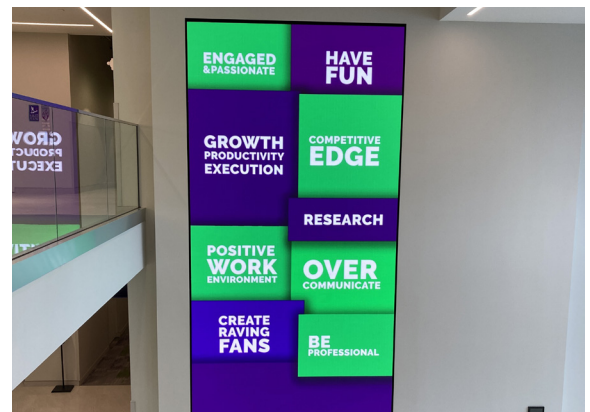
Digital displays help businesses distinguish themselves to consumers, while simultaneously promoting their products and services. Research has shown that 38% of drivers patronize businesses they saw advertising with digital signs. Statistics also show that 71% of people who see outdoor digital signs actually engage long enough to remember the message. Compared to newspaper, radio, and television advertising – digital signs offer the best ROI for your advertising dollar.



Digital signage has a 47.7% effectiveness on brand awareness.

Indoor Engagement

Whether you're communicating with guests, employees, or the community at large -- digital displays offer bright, colorful, and welcoming messages in lobby entrances, newsrooms, meeting and conference centers. Large, dramatic video walls add a "wow factor" to corporate lobbies, leaving a lasting impression to both clients and staff. Unique media installations and digital canvases provide appeal to business environments by displaying an innovative aesthetic through cutting-edge technology. From simple stand-alone displays to video walls of any size -- Optec indoor digital signs offer exceptional image quality.



Digital signage enhances internal communication, which leads to 25% higher employee productivity.

Secure, Reliable 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. Keeping the information confidential to your institution protected and secure is a priority for Optec. Optec brings years of experience working with IT teams to provide safe and secure communication options that simplify managing digital signs.



8% of Americans have paid for a product or service because signage content caught their eye.



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59% of those who see digital signage content want to learn more about the product or topic.