

5 Content Ideas For Your Casino's Digital Signage



If you're using digital signage in your casino, you know just how effective it can be. You also know how difficult it can be to decide which content is best for your screens and your business. So we're here to help you out with a few winning content ideas for your casino's digital signage.

1. Big winners board.

Nothing motivates gamers like the dream of hitting it big. Show off the biggest winners in your casino to inspire others to keep playing. Raydiant makes it easy to create multimedia signage that uses HD photos, video, and even audio to draw attention to those exciting numbers and prizewinners.

2. Advanced wayfinding.

With so much going on, casinos can be a confusing place sometimes. Help guests get to the bar, the bathroom, or their favorite game by turning your digital screens into incredibly effective wayfinders. Just use one of over 150,000 templates to create beautiful, informative signs in minutes that send your customers confidently on their way.

3. Lucrative advertising.

Who doesn't want to earn a little extra revenue? With its industry-leading engagement power, digital signage makes for a fantastic advertising opportunity. Raydiant makes it easier than ever to load your digital signage with advertisements. Just use the Presenter app to load images and text from advertisements into a slide-based presentation and display them wherever you choose.

4. Food and drink menus.

Keeping your customers fed and refreshed helps you keep them on the gaming floor. Raydiant offers you some of the best tools in the industry for creating and displaying vibrant menus that sync with your POS system. You can even add QR codes to your menus to allow guests to order right from their phones.

5. Live sports scores and results.

Keep sports bettors glued to your screens and in your casino with the up-to-the-moment updates they need. With Multizone on Raydiant, you can incorporate news feeds, tickers, and even video into one display, providing a constant feed of sports scores, racing results, and highlights.

