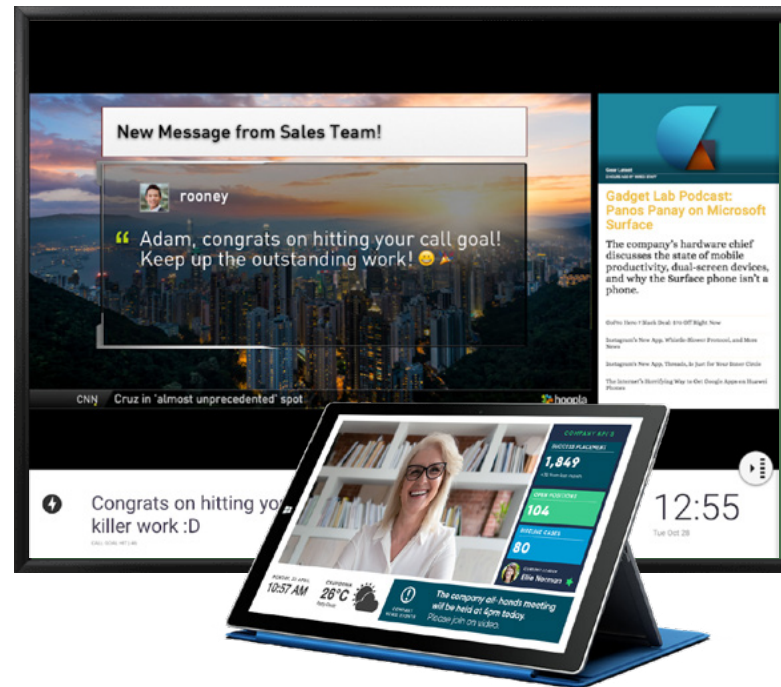# Optimize the Marketing Power of Your Signage with Multizone

Control your in-store marketing by formatting your screens to match your vision. Multizone lets you design your in-location signs using different "zones" to display different information on screen—and all at once. That means you can share your most important message—a promotional poster, live events calendar, clock, you name it—on the main screen and show other info on the side and/or bottom screen. This easy formatting app puts you in full control of your screen layout, and lets you decide what you want your customers to focus on first. There's no limit to your in-store messaging with Multizone! The Multizone app is offered free of charge as part of Raydiant's Lite subscription. If you wish access to even more advanced design tools and apps that improve the in-store customer experience, upgrade your subscription today.

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MORE WAYS TO ENGAGE IN-STORE CUSTOMERS

Any great marketing plan targets both a primary and secondary audience—why not play to both with screens that give multiple messages air time? Maybe reserve the main screen for your promotional content, but show the latest news headlines on a ticker at the bottom. Or perhaps create digital menu boards with side screens that show a live clock for lunchers who don't have time to dawdle. Multizone caters to all customers by enabling you to share what matters to them most.

KEEP EMPLOYEES INFORMED AND ON SCHEDULE

The Multizone app can be used to keep your team up to date with your in-office signage. Perhaps you use the main screen to display important company data and announcements, while showing real-time news headlines for your industry on the side screen. Or you can add a live clock to your conference room screens, ensuring you always start meetings on time while keeping the main screen free for visual aids.

DESIGN, SCHEDULE, AND UPDATE REMOTELY

Don't want to have to go into the store, restaurant, or office to design or update your signs? Since the Raydiant Experience Platform is cloud-based, you can access Multizone and all Raydiant apps and features from any internet-connected device. Yes, that means you can create digital posters and flyers, schedule dayparting menus, tweak wayfinding office signs, and more—no matter if you're at work, home, or anyplace else.

EASY TO FORMAT FOR NO-FUSS SIGNAGE

With all the functionality of Multizone, it's actually quite easy to set up. You don't have to be a graphic designer or have an IT background to make attractive, multi-purpose digital signs. It's as simple as deciding which information goes in Zone 1 (the main screen), which goes in Zone 2 (side screen), and which, if any, is displayed as a running ticker on the bottom.

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