How Digital Signs will Transform Your Business

DIGITAL SIGNAGE MARKET

$30 BILLION

BY 2024

It's no surprise that the digital signage market is expected to reach $30 billion by 2024.

Businesses that have switched to digital signage have seen it transform their businesses by better engaging their customers, boosting sales, attracting more foot traffic, and making their workspaces more productive.

People love digital signs because they are easier to read and offer a more interactive and highly visible form of communication than static signs.

Plus, they provide information tailored to their audience, whether it's a customer learning about your products or an employee reading the latest company announcement.

Raydiant digital signage is offered both for brick and mortars and for workplaces.

Here's how our 2500+ customers are using Raydiant screens to transform their store, restaurant, and workplace experiences, creating loyal customers and more focused employees.

Raydiant

Improved sales and customer engagement

Did you know that 76% of customers say they enter a store because of its signs? And 68% say that same signage influences them to buy. Why? Because digital signs catch the eye with colorful graphics, animations, and videos.

Raydiant's digital signage platform lets you create gorgeous signs easily with more than 275,000 HD and 4K poster and video templates, making on-brand signage that looks made by a graphic designer.

But we don't stop at digital signage: it's called the Raydiant Experience Platform because it delivers an entirely elevated customer experience that works on multiple senses all at once.

With Raydiant, you can make gorgeous digital posters, appetite-stoking digital menu boards, mood-making background music, music videos curated to your customer base, and so much more.

76% say they enter a store because of its signs

68% say that same signage influences them to buy
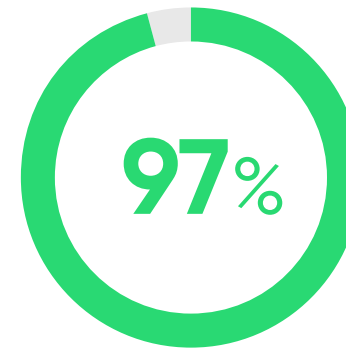
Integrated with your POS.

Better workplace communication and collaboration

Communication is key in the workplace, where deals are made or broken and teams are healthy or toxic based on how well they communicate.
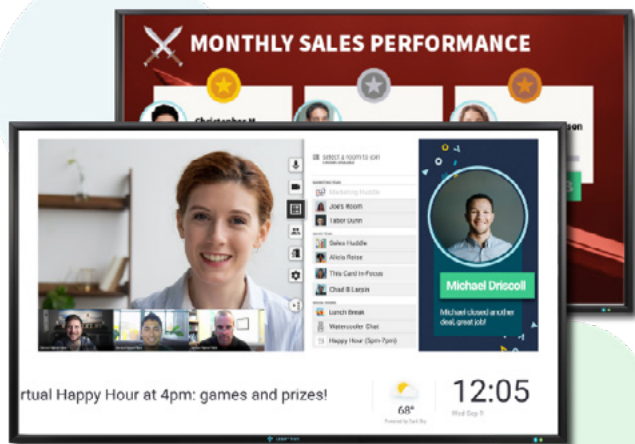
In fact, a staggering 97% of workers say that communication impacts their everyday tasks. Raydiant's Workplace Experience Platform has all the tools teams of all kinds need to stay on task and in touch.

It doesn't matter if you're an in-office team, remote, or a hybrid of both, this platform was designed to make communication and collaboration as seamless as ever.

Workplace digital signage acts as wayfinding markers for staff and visitors, with the ability to make digital directories, interactive maps, and more to get them where they're going with ease.

97%

of workers say that communication impacts their everyday tasks.

Raydiant

Digital signs can also be used in the boardroom to display live KPIs and important company data. And our SecondScreen solution is an all-in-one communication system that recreates in-person communication for remote and hybrid teams.

It mimics the in-office experience by offering face-to-face time for team members via HD video chat and an on-screen messaging system that lets them share documents, chat, and share important company news and data.

All of this helps teams stay connected and motivated, and strengthens your company culture day by day.

Raydiant

A system that scales with your business

Raydiant uses the subscription model to offer digital signage and in-location experience software at an affordable, scalable cost for businesses of all sizes.

Instead of requiring space-wasting, expensive hardware and costly software that needs constant upgrades, Raydiant is a cloud-based system that uses plug-and-play hardware and a cloud-managed software.

Our entire system—hardware and software included—is then managed, patched, updated, and supported by our team of engineers.

This makes Raydiant a more agile system than most, and one that can be easily scaled to fit the needs of your business.

Our subscriptions go from basic to enterprise level, and can support 1 or 1,000 screens (or more) with the same seamless service.

Raydiant

Screen management made easy

Our plug-and-play solution is a turnkey solution for your business, taking only five minutes for install and setup.

The cloud-based platform also makes remote screen management both possible and incredibly easy, enabling Raydiant users to create gorgeous signage, schedule future screen content, and make screen updates that take seconds to go live.

This accessibility is especially important for businesses and brick and mortars that have multiple locations, since any and all screens can be managed remotely from one central interface.

Raydiant

Book a free demo today

Want to see our Kiosk interactive displays in action at your brick and mortar?

Book a free demo today.