The corporate world is a fast-paced and extremely active environment. This is especially true in corporate buildings which house enterprise-level businesses with professional employees, a multitude of staff as well as highly-educated customers and businesspeople from many different industries.

To fully optimize the communication processes for employees, customers and all other visitor traffic, companies are utilizing digital signage to maximize branding, values, culture and reach with real-time messaging.

Digital signage allows corporate-branded communications to be distributed through networks of any size—from lobbies and break rooms to entire offices, whether local or across the country. The messages contain a variety of specific information, including employee training and new-hire procedures, company events, meeting schedules, safety tips, weather and/or fire information and much more.
Opportunity 1: Lobby Entrance

Visitors will interact with digital signage for:

- Information such as business listings, directions, and restrooms
- Welcome messages and company overview
- Company information, scheduled events, and announcements

MagicBox WebSuite makes it easy to communicate with visitors through instant updates, sent to virtually unlimited endpoints at any location.

Opportunity 2: Employee Break Rooms

Digital signage in employee break rooms is a great way to:

- Communicate corporate values
- Display upcoming company events, meeting schedules, and safety messages
- Show employee training videos or the times and locations where training will occur

The MagicBox and Aavelin media players are easy to implement and make it simple to communicate with your workforce, keeping your employees informed.

Opportunity 3: High-traffic Areas

Digital signage in high-traffic areas draws attention, enabling corporations to:

- Advertise company products and services as well as those of other building tenants
- Show time/date, current news and weather information as visitors pass
- Display corporate website and social media content in real-time to better engage with clients
- Use QR codes for easy mobile access
- Establish brand perception and a welcoming atmosphere with multimedia

Engage your visitors with information, real-time news, social media and more with the MagicBox WebSuite platform.

Opportunity 4: Sales Department

Using digital signage in the sales department can help employees to see:

- Which sales people are currently on sales calls
- Current sales goals and product trends
- Statistics on product sales or products to highlight

Motivate your sales staff with digital signage with the WebSuite platform and EZ-Stream database integration software.

Opportunity 5: Conference Room Entrances

Display conference room schedules on small displays at the entrance of each conference room:

- Save time and money with this automated strategy by being organized and efficient
- Help visitors easily find their destinations
- Content can be designed to match corporate branding

Use MagicBox’s EZ-Stream database Integration software to centrally manage conference schedules, automatically displaying specific information at each room entrance.

Opportunity 6: Business Offices Located in Different Locations

Promote corporate messages across local and remote offices with digital signage:

- Use playlists to send “master” corporate information to multiple signage locations, whether located in the same building or across the nation
- Allow users to add content specific to their locations and their interests
- Allow local players to automatically pull content updates from HQ

With WebSuite from MagicBox, companies can create a unified communications network that is secure, scalable, flexible and easy to manage – the power of an enterprise-class digital signage infrastructure.

Corporate Buildings Benefit from Digital Signage by:

- Displaying a strong corporate culture & brand identity
- Providing tenants ROI saving time and labor costs from an efficient signage campaign
- Making current events, meeting information, emergency information, as well as safety and health messages easy to access
- Directing visitors with building maps & directories
- Making current events, meeting information, emergency information, as well as safety and health messages easy to access
- Directing visitors with building maps & directories

Did you know...

Once new content has been approved and is queued to be pulled into an Aavelin’s playlist section, the Aavelin media player will automatically synch with the managing server at specified intervals.

Aavelin media players can be set up on multiple networks across virtually any distance to synch with the server using the “pull” method. This allows corporate users a scalable digital signage infrastructure that’s secure and flexible.

Users can manage content from a centralized location as well as create multiple user accounts and assign those users specific levels of access.
About ClearOne

ClearOne is a global company that designs, develops and sells conferencing, collaboration, streaming and digital signage solutions for audio and visual communications. The performance and simplicity of its advanced comprehensive solutions offer unprecedented levels of functionality, reliability and scalability.

MagicBox provides leading solutions in the digital signage industry. The MagicBox platform allows for ease-of-use content creation, scheduling, and management. MagicBox provides toolsets that enable end users to combine text, graphics and multi-media content from any location. MagicBox’s exceptional database integration software creates an automated information display using several database types including SQL, Oracle, Exchange, XML, Excel, and more. More information about the company can be found at www.magicboxinc.com

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