

# DIGITAL SIGNAGE INSIGHTS

THIS BLOG EXAMINES THE DIVERSE ASPECTS OF THE DIGITAL SIGNAGE INDUSTRY, PROVIDING COMMENTARY ON EMERGING TRENDS, NEWS, TECHNOLOGY, AND INDUSTRY PLAYERS - DRAWING CONNECTIONS TO THE WORLDS OF BRANDING, MARKETING AND ADVERTISING. I EXAMINE THE IMPACT OF NEW MEDIA ON OUR SOCIETY. MY INSIGHTS ARE SITUATED AT THE CONVERGENCE POINT OF MEDIA AND TECHNOLOGY.

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## The Future of Digital Signage Interactivity



People in downtown Toronto will be able to interact with a 30' x 40' digital billboard through "Dial to Play" software from iGotcha Media. The campaign is being launched for Rogers Wireless to feature the new BlackBerry Flip smartphone. In a great move from the company, guerilla street teams will be engaging people on the street to participate in the massive multi-player game. As I have mentioned in the past, I see great potential for the integration of guerilla marketing and digital signage. Campaigns like this one create an event-like atmosphere that is sure to generate a large amount of buzz.

*Rogers will station event teams at the square until the end of the year, inviting up to 10 people at a time to try out one of the new BlackBerry Flip smartphones, which use voice recognition to play the game in real time. Each player controls*

*an avatar by shouting "Flip" into a mobile phone to make the character's hand reach up to a Christmas stocking and grab phones that appear to tumble from the sky. OBN has incorporated the game into the regular programming run of advertising on the digital display. (via: [Self Service](#))*

We have only begun to scratch the surface of this type of interactive mobile technology. I am proud to say that I worked with the great folks at Play Megaphone in the conceptualization and launch of a mobile game at the Sixers arena that allowed fans to control on-screen players through key pad and voice activation. The average interaction time was over 5 minutes. That is amazing when you really think about it. People participated in a branded Sixers experience for ten times longer than the average commercial spot, which we all know viewers avoid these days like the plague.

This is the future of digital signage interactivity.