

DSA Quarterly

Insights and best practices for successful deployments



digital signage - interactive kiosks - mobile - self-service

State of the Union

In April, SSKA and DSA agreed to merge. The president of the resulting Digital Screenmedia Association talks about how it's going.

By Judy Mottl



Stuart Armstrong, president of DSA and president of EnQii North America.

DSA Quarterly: What was behind the merger of the Self-Service & Kiosk Association and the Digital Signage Association?

Stuart Armstrong: Great question, since it goes to the heart of why an association deserves to exist in the first place. In my opinion, it distills down to a core reason, to serve its membership, and therefore the industry, with activities that advance the betterment and sustainability of the industry. In other words, help members grow their businesses more efficiently with solutions that are more effective. This is particularly critical when you have an emerging high-potential industry such as digital screenmedia.

Look around in this digitally enabled world. Media is consumed in ways never before considered by marketers. End-users that range from brands, advertisers, retailers and all sorts of various public venues are looking at more effective ways to engage their desired audience: the shopper, the commuter, the patient, the sports spectator and the staff employee. Without exception digital screenmedia technologies are becoming ever present in our lives and therefore play an increasingly important role in their marketers, and/or enterprise's solutions. In many cases it is the integration of these technologies—digital signage, interactive and self-service kiosks, and mobile applications—that has tremendous appeal. It is no surprise that produce and service companies within the screenmedia industry are fashioning their offerings to meet this rapidly emerging buyer need.

This was apparent within the Digital Signage Association and Self-Service & Kiosk Association prior to the merger, in that many companies had memberships in them both. With the formation of the Digital Screenmedia Association we aim to pave the way with education, advocacy and networking activities that make it easier for our member companies to be enormously successful. For example, being the industry association, we have become the leading forum for end-users. Just to name a few, our roster of end-user members include Lowe's, BMW, Staples, Best Buy, Target, Six Flags, IKEA, US Army, US Navy, American Airlines, as well as numerous universities, state and city government groups. What a unique opportunity to share and learn from the ultimate users and buyers.

DSAQ: So what's at the top of the to-do list in moving forward?

SA: We have a large number of member companies that had signed up to the Self-Service & Kiosk Association and the Digital Signage Association due to the fact that they are selling or buying technologies in these areas. In a very short few years, the technologies necessary to build and operate effective networks of digital signage and kiosks have merged tools, technologies, and techniques. So it is our first priority to continue our programs and deliver a higher level of value to those two groups. With that said, the other leg of the DSA stool is that mobile media applications are becoming ubiquitous quickly, with an increase of 300 percent over the last three

Continued on next page

State of the Union

Continued from previous page

years, in having and using smartphones daily in the U.S. If you think about it, a handheld smartphone is actually a personal interactive digital kiosk. Mobile marketing applications from SMS and interactive voice response to near-field technologies such as Bluetooth to smartphone apps are quickly becoming second nature for many people. Already DSA has many members that are involved in this wave of innovation such as Motorola, IBM, Intel, AT&T Mobility, Walsh Wireless, Samsung, Sprint Nextel Corporation, Symon Communications and Cisco, just to name a few. So in the upcoming months you will hear of some significant programs around mobile and its integration with kiosks and digital signage media applications.

DSAQ: The association's quest is to drive industry education, advocacy and networking, and clearly with one bigger group there is power in numbers. Do you see greater capability in enhancing those three aspects with one unified organization?

SA: Absolutely. Our charter for our over 600 member companies is to gather and channel this collective knowledge for the betterment of the digital screenmedia industry as a whole. While most of the near-term effort will be in North America, we will be launching a number of international councils in the months to come: Asia, EMEA and Latin America. All of our programs will be reviewed to determine their applicability for all our constituent member groups both in terms of business type and geography. Committees on education and tradeshow development are the furthest along and will have some significant announcements later this year.

DSAQ: What are some challenges around melding two important associations and forming a singular strategy?

SA: I am pleased to say that there have been no tough challenges around chemistry or

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The Seven-Point Objectives of Digital Screenmedia Association

1. To be the unified voice of the members for the betterment of the industry
2. To promote effective uses of digital screenmedia solutions
3. To increase public acceptance of digital screenmedia solutions
4. To educate members and the industry at large
5. To help user/deployers find solutions to their problems and improve ROI
6. To create market awareness of vendor members and provide them with business opportunities, contacts and resources
7. To help members operate their businesses more profitably with growth and diminished risk and cost



Executive director David Drain (left) and associate executive director Barry Stoess showed the new logo at KioskCom Self Service Expo in April.

Continued from previous page

disagreement around cited objectives or goals of the newly formed DSA. From the first meeting through the merger there has been an enthusiastic rally around the DSA and its seven objectives.

We literally have over 10 initiatives in progress right now with dozens of member companies participating in task forces and committees that are moving programs ahead and generating value for the members and the industry as a whole. And all of this continued concurrently as the merger was completed, a new association name adopted and our 501(c)(6) not-for-profit status was secured. As president I am very proud to be part of such a smart, inspired and great group of people.

DSAQ: What are the benefits for partners and channel providers in the industry in having one industry group?

SA: As I mentioned earlier DSA exists solely for the betterment of its member companies, and by proxy, the industry as a whole. That is the criteria that it should be judged on. If it is not delivering, member companies should take steps to correct its course or find an alternative. If it is delivering it should be the rallying point for every serious company that wants to do business in this space. As our member companies recognize, the benefits of having a strong unified voice for the industry by the industry is enormous as we take on highly substantive education, performance metrics and advocacy issues such as privacy, eco-green and proposed changes to ADA accessibility guidelines for self-service kiosks.

Finally let me say that if you are a member of the DSA thank you for your support and participation. If you are not a member, we look forward to having you join us for the growth ahead. This is your association, and it is here to generate benefits for you and your organization. ■

Just the FAQs

Click on the links below for answers to these common questions.

1. The Basics

- What is digital signage?
- What is self-service?
- What's a kiosk?

2. Digital signage FAQs

- What are some common components to most digital signage projects?
- How do I figure out if digital signage is a good solution for my company?
- How often do I need to change content?
- Should I conduct a pilot before I commit to a full deployment?
- What are the top 10 considerations when creating effective digital signage content?
- What network and content performance metrics should I be considering?
- Why should I buy a commercial grade screen when a local retailer has the same size for less money?

3. Self-service kiosk FAQs

- What businesses are using kiosks?
- Why are businesses using kiosks?
- What are the most popular applications?
- What is the return on investment (ROI) for a business installing a kiosk?
- What is the benefit of using a kiosk for a consumer?

4. Membership FAQs

- Is membership company-based or individual-based?
- What types of companies are members?
- What are the benefits of membership?
- How much does membership cost?
- What discounts are available to members?
- What is my discount code for reports?
- How do I submit press releases?

Mobile and Digital Signage ■ ■ ■

Sellphones

Verizon Wireless knew it needed something special to launch its Droid handset. How about interactive digital signs in Times Square?

By Judy Mottl

When Verizon Wireless was ready to launch its version of a smartphone with Google's Android software, it knew the promotion would have to be powerful enough to draw consumers' eyes—and ears—away from Apple's ubiquitous iPhone.

Working with Reuters and the R/GA advertising agency, the wireless communications provider elected to combine large-scale digital signage technology, real-time information displays and its Motorola Droid handset with Google-powered voice search functionality to make a statement big enough to capture the attention of visitors to Times Square in New York City.

Verizon Wireless, which called the event "DROID Does Times Square," described the marketing effort as a "first-of-its kind interactive experience." It declined to provide specifics around participants and search queries, but said the digital signage display-mobile handset approach was one piece of a multi-faceted campaign to push Droid to the mobile masses.

"The concept was to allow customers to experience the speed of the Verizon Wireless network combined with the then brand new Google Maps with voice recognition," said a company spokesperson.



Visitors could dial into Droid phones, ask Google where to find food, and see responses on the towering signs.

The campaign took over two of Time Square's biggest digital billboards, the Reuters and NASDAQ displays, as well as Google search results screens.

For several weeks last November, visitors to the tourist Mecca could dial a number, state search terms such as "pizza" or "lunch" and get search results right on the big digital screens.

According to a Google blog post, queries were routed to "a small farm of real Droids running voice search, which are connected to the big outdoor electronic displays."

"This was the first time we used this promotional venue in this manner, so the size and scope aren't nearly as relevant as the project was important to the overall introduction of a brand new device with a feature that, until this phone hit the market, had never been seen by customers, the voice search on Google Maps."

At least one Google blog reader was clearly excited about the digital signage-mobile handset campaign, saying it was "the craziest promotional style BIG G (Google) has ever made." ■

Kiosks ■■■

A cure for the common coupon

CVS Pharmacy's national kiosk deployment offers shoppers more than just savings.

By Judy Mottl

CVS Pharmacy now boasts coupon kiosks nationwide and promoted its completed self-service roll-out with primetime television commercials showing “Super Saver Lillian,” an engaging elderly woman who demonstrates just how easy the kiosks are to use.

The interactive kiosk project, which lets shoppers scan a loyalty card to get coupons and dollar savings, began at select store locations in 2008 and expanded in 2009, with the final installations being completed earlier this year.

Nearly each of its 7,027 stores boasts at least one interactive kiosk, according to CVS, and larger locations have two.

The goal was to provide coupons and promotional offers to consumers before they begin shopping. In addition, by accessing the Coupon Center cardholders get a new, unique offer each week during the year. The coupons and offers are customized to each cardholder, based on preferences and confidential shopping history.

The program does not replace the register-receipt coupons that ExtraCare cardholders receive after purchase.

The coupon kiosk is the second big kiosk investment. The first was the deployment several years ago of kiosk technology at its in-store photo centers.

“This is the latest use of kiosks that makes it easy for members of the ExtraCare loyalty program to get value while shopping,” said a spokesperson.

In the national television ad, which was shown during ABC’s “Dancing with the Stars” recently, Super Saver Lillian says “hello gorgeous” as she approaches a red CVS kiosk and recites the jaunty slogan of “scanning before can save you more,” during the ad spot. So far 17,907 viewers have watched the [YouTube version](#) of the ad.

“A key reason ExtraCare has become one of the most popular rewards programs in the U.S. is that we listen to what our customers want and have consistently introduced enhancements to the program that truly benefit consumers,” said Bari Harlam, VP, marketing intelligence, in a press statement.



In a second large-scale kiosk rollout, the pharmacy giant added coupon dispensers to complement its popular ExtraCare program.

“As coupon use has grown recently, many of our customers expressed their desire to receive coupons at the beginning of their visits, so they could redeem them immediately. Making ExtraCare Coupon Centers available nationwide directly fulfills that request and delivers more value to our loyal customers,” Harlam said.

The kiosks also provide a price checking feature so shoppers can more easily track spending. In addition, when products are scanned at the kiosks, items that are eligible for reimbursement as part of flexible spending accounts are marked as such, so consumers can manage health budgets.

With more than 65 million active cardholders, CVS/pharmacy’s ExtraCare is the largest retail rewards program in the country. ■

Profile ●▲

AT&T's Marshall Millikan Dishes On Digital Signage & Kiosk Development

The senior technical analyst gives advice on new deployments and his insight on what's to come with advancing technologies.

By Judy Mottl



Marshall Millikan

Marshall Millikan has served as senior technical director, IT Strategic Innovation & Prototyping, AT&T Mobility for five years, moving up into the management position just before the carrier's launch of Apple's iPhone, a product whose marketing campaign involved a stealth digital kiosk effort that proved wildly successful. He is also on the User/Deployer Council for DSA.

In his role at AT&T he manages the project management office and is responsible for research, development and delivery of technology solutions into company-owned retail locations nationwide.

Prior to his AT&T career, which began in 2003 in the carrier's internal enterprise security team, Millikan worked at NCR's digital signage and kiosk division as product and partner manager. His duties during his tenure included new product development, competitive research and senior management review of existing and new products. He served as product manager for all application software for the NCR EasyPoint



To help launch the iPhone, AT&T deployed digital signage to 2,200 AT&T stores.

Web Kiosk Solution, and manager of the Web Kiosk Partners Technical Team.

Such diverse experience from both roles, and insight from working on both sides of the technology equation, have given Millikan a unique perspective of digital signage strategy and program development. We talked with him about what deployers need to understand about the technology to make it work well.

DSA Quarterly: So let's begin with the iPhone kiosk and signage experience as that was quite compelling and challenging. What was the biggest hurdle AT&T faced and how did you overcome it?

Marshall Millikan: The key was the collaborative effort between AT&T and Apple as we had to design stand-alone and built-in wall displays showcasing the iPhone across 2,200 AT&T retail stores and manage to make it happen on the expected launch date, which was in constant motion. It was a pure "black ops" project given Apple's lock down on information about the device and so getting content approval was challenging as it was always changing as well. So the timing aspect, to have everything in place and working well on the iPhone launch date was the biggest challenge.

DSAQ: What's the biggest common hurdle deployers seem to have in putting digital signage and kiosk technology in place?

MM: Making sure the stuff works, from the monitors to the message/content, and that IT needs to be able to respond to any problems in real-time. Just one bad experience directly impacts the consumer experience and interaction with your company's product, service, reputation and brand. It all has to work right.

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■ *“There are two top things: Reliability and keeping it up, and being able to respond quickly when something goes wrong.”* ■

— Marshall Millikan

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DSAQ: What advice do you have for companies just beginning to deploy the technology, given your experiences and expertise?

MM: There are two top things: Reliability and keeping it up, and being able to respond quickly when something goes wrong.

DSAQ: What one project aspect is critical to success with self-service technology adoption and deployment?

MM: There has to be a good business model in place, and there has to be a clear understanding of the goals, whether it's to save money or to make money off a new product.

DSAQ: What happens, though, when money isn't a goal and the focus is on fuzzier business quests such as improving communication and brand efforts?

MM: Sure, that aspect comes into play as well. For example AT&T had a very traditional brand presence, and we've used our kiosk strategy to shift into marketing that engages a younger, more hip consumer audience as well. Our goal is to service everyone from grandparents to young professionals. Sometimes you have to just be upfront and acknowledge there isn't going to be a specific “savings” or a “revenue gain” in such an effort, but the reward will eventually payoff in increased sales and services.

DSAQ: What are some of the most common missteps made with self-service technology?

MM: Sometimes companies fail to realize it has to be engaging to be valuable, and they have boring content which doesn't compel user or consumer interest.

The content piece has to be entertaining, especially if the goal is to sell products and services and inform people.

DSAQ: What's coming or has just arrived on the horizon in terms of innovation?

MM: The mobile aspect of connecting digital signage and kiosk deployments with users through their smartphone handsets. The phone is so powerful today as a communications media. But it also presents some big challenges. One is the “opting in” aspect and making sure people want to receive the messaging and avoiding the spam issues. There is also the fact that not every mobile user has the all-you-can-eat data plan that makes mobile technologies, such as streaming video, affordable. Once most customers do have that there's a lot to be done in using the Web and email and other applications in conjunction with kiosk and digital signage technologies. ■



AT&T endeavored to create screen content that was not merely informative, but also engaging.

Calendar of Events

PRESIDENT

Stuart Armstrong
EnQii

EVP – SELF-SERVICE

Janet Webster
Creative Solutions Consulting

EVP – DIGITAL SIGNAGE

Charles Ansley
Symon Communications

EVP – MOBILE

Pending

EXECUTIVE DIRECTOR

David Drain

EDITOR

Joseph Grove

USER/DEPLOYER COUNCIL

Sean Andersen
Six Flags

Sarah Canepa Bang
Financial Service Centers Cooperative Inc.

Greg Barnes
Redbox Automated Retail

Kari Blankenship
Cabela's

Chris Borek
Target

Greg Clore
Dave & Buster's

Stephen Kendig
SoloHealth

Faith MacPherson
Avery Dennison

Marshall Millikan
AT&T

Steven Pomerantz
Kaiser Permanente

Chuck Simmers
Amtrak

For additional information about the Digital Screenmedia Association, contact executive director David Drain, davidd@digitalscreenmedia.org, (817) 914-6728.

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What's Going On

Retail Customer Experience Executive Summit

Aug. 1-3, 2010

Chicago

This unique gathering will bring together a select group of top retail executives who want to champion customer experience. Highlights include two and a half days of networking, work group sessions and an exchange of ideas and innovations on the industry's top strategic issues, as well as tours of some extraordinary retail locations in Chicago. For more information, visit <http://summit.retailcustomerexperience.com>

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DisplaySearch Digital Signage Conference

Aug. 17, 2010

San Jose, California

This conference focuses on the alternative performance, cost, design and business models that emerging display technologies offer. Topics include: touchscreens, 3D displays, flexible displays, OLED displays, e-paper displays, pocket projectors, the status of emerging technologies now and future growth. For more information, visit www.displaysearch.com/events

5th Annual Digital Signage Investor Conference

Oct. 5-6, 2010

Skyline Hotel

New York, NY

This conference gives individuals who are new to digital signage the chance to learn from top CEOs and investors in the industry. All areas of business from financing to future growth decisions will be discussed. It features more than 30 industry speakers and over 15 successful CEOs and presidents. For more information, visit

www.digitalsignageinvestor.com

Shopper Marketing Expo

Oct. 5-7, 2010

Navy Pier

Chicago

The retail market is changing quickly. This expo discusses ways to appeal to shifting consumer values and create positive and impactful customer experiences. It also allows for collaboration with other professionals and vendors in the field. For more information, visit

www.shoppermarketexpo.com

Customer Engagement Technology World

Nov. 10-11, 2010

Javits Convention Center

New York, NY

Customer Engagement Technology World, formerly known as KioskCom Self Service Expo and The Digital Signage Show, has delivered strategic, marketing and technical business solutions for digital media programs for 14 years. This expo has a variety of educational sessions on engaging customers digitally, increasing revenues and operational efficiencies and broadening a brand's customer base. For more information, visit

www.kioskcom.com



At the spring 2010 KioskCom Self Service Expo (now called Customer Engagement Technology World), Ed Crowley with EuroTouch demonstrated the PicsWare self-service photo application for cruise ships.