

# Cyprus Digital Signage Solutions



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Many companies and businesses are realizing the benefits of incorporating a digital signage solution. The benefits are nearly limitless, every company has a need to communicate to an audience in the most effective and powerful way possible.

P.W.S. Prime Web Solutions Ltd can create a digital signage solution that is custom to your company.

## Digital Signage

Digital signage is a form of dynamic electronic display that shows information, advertising and other messages. Digital signs can be in both public and private environments, such as hotels, retail stores, corporate buildings, property agents, doctor's clinic, waiting rooms, Restaurants, etc.

## Why use Digital Signage ?

Digital signage is used for many different purposes and there is no definitive list. However, below are some of the most common applications of digital signage:

- Public information – news, weather and local (location specific) information, such as fire exits, special offers, entertainment announcements etc.
- Internal information - corporate messages, health & safety, news, etc.
- Advertising – general advertising so surrounding businesses.
- Brand building – assists to promote your brand and build a brand identity.
- Influencing customer behavior – directing customers to different areas, increasing the time spent by the customer on the premises.
- Enhancing customer experience – reduction of perceived wait time in restaurant waiting areas, bank queues, etc
- Enhancing the environment – more professional out look.

**30% Discount - Special Offer for all Cyprus Business Women Members**

[www.cyprusdigitalsignage.com](http://www.cyprusdigitalsignage.com)

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