

MANAGING DIGITAL SIGNAGE OVER CELLULAR NETWORKS

Wireless Access to Digital Assets

From huge outdoor billboards to smaller indoor displays delivering dynamic advertising, digital signs are changing the way companies deliver ads and other types of information to the masses. The ability to remotely manipulate content on the fly — instead of on-site — saves companies a lot of time and money while supporting advertising efforts that drive revenue, but it requires the utmost WAN flexibility and reliability.



Business Needs | Remotely Managing Various Digital Displays

Whether located within restaurants, retail outlets, bank branches, or multi-store shopping complexes, digital display assets are being utilized more every year by both marketing and IT teams worldwide. For added security, most IT managers prefer keeping these devices air-gapped from more important POS and security systems. To avoid expensive wired lines and save on display relocation costs, they prefer them to operate wirelessly. With the right cellular hardware and cloud software, these teams can remotely manage digital billboards, rotating displays, counter menus, ordering kiosks, and more from a single pane of glass.

Solution Overview | Purpose-Built IoT Router and Antenna Kits

Some organizations have to set up hundreds to thousands of digital signs spread over vast distances — with lots of applications to connect and varying WAN architecture from one site to the next. As it is unrealistic for these companies to commission an IT specialist to handle every deployment, it's easier to deploy purpose-built Cradlepoint IoT routers and Poynting IoT antennas along with each display asset. When expertly configured by USAT, these cellular devices allow IT teams to easily and reliably manage connectivity from their internal content management systems to their external digital signage assets remotely.

Benefits Observed | Flexible and Cost-Effective Connectivity

When problems arise, corporate IT teams can remotely determine their root causes — and often resolve issues — without the need of expensive truck rolls. In some settings, they also rely on Internet access for teams to remotely monitor surveillance footage and collect temperature data to determine how well each sign is functioning. Cloud-based visibility into signal strength, latency, cellular usage, and other factors keep IT teams informed so they can quickly switch from one carrier to another as needed. And marketing teams can easily deploy branded or third-party content from their CMS at a push of a button.

Our Team | Device Provisioning, Activation and Installation Services

For over 17 years RTO has provided expert IoT connectivity solutions to organizations that service retail, branch, and advertising accounts. The RTO team provides top-tier support for all aspects of you and your clients' mission-critical fixed connectivity projects. Our solutions engineers configure, provision, kit, and ship your devices hot and ready for immediate use. And when you utilize our installation services, our technicians ensure your devices are functioning securely, reliably, and at peak performance.



Router: IBR650C	Cloud Software: NetCloud IoT	Antenna: PUCK-4	CMS: Spectrio	Network: Verizon
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