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The Navigator for Enterprise Solutions

DIGITAL SIGNAGE SPECIAL

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## 20 Most Promising Digital Signage Solution Providers - 2019

Globally, companies that embrace technology and data to reconstruct aging policies dominate today's business climate. Powerful digital communication tools have now enabled organizations to easily collect, process, and deliver intended real-time data to optimize their internal operations. Digital communications allows organizations of all sizes and geographies to share information while adding value and improving the customer experience. No matter what is your business, the perfect digital tools will free up time, labor, and financial resources so that businesses can focus on their core mission.

Today, businesses are using interactive touch screens to measure where customers touch on the display, which allows the end users to adjust content based on those insights. Additionally, end users can also use AI to analyze historical customer data to deliver more effective, personalized content. To correspond with the mounting influence of the user experience, the industry is having to make tweaks so it's not just focusing on what the screens look like. It's critical that C-suite executives such as CEOs and CIOs encourage the wide adoption of digitization

within a company. It is an evolution that needs the involvement of every team and department to maximize success. Additional focus on experience and analytics and a strong migration to 4K signage solutions will add interest to display technologies that really make content pop, like large format displays, dvLED (direct view LED), and projection mapping. This particular year, while including these methods, will likely be marked with one step further into the direction of AI.

Among these constantly evolving features in digital signage ecosystem, organizations need to spearhead themselves to offer the best customer support and partner with the right digital signage technology solution provider. In a period where technology is dictating challenges across the globe, we assist CEOs, CIOs, and other executives in finding the right digital signage solution for their enterprise, providing the insights into how these solutions efficiently create and manage a firm's retail policies to automate manual processes and improve customer reach.

CIOReview presents to you "20 Most Promising Digital Signage Solution Providers - 2019."

### INNERFACE Architectural Signage

recognized by **CIOReview** magazine as

20 MOST PROMISING  
DIGITAL SIGNAGE  
SOLUTION PROVIDERS - 2019

*An annual listing of 20 companies that are at the forefront of providing Digital Signage solutions and impacting the marketplace*

#### Company:

INNERFACE Architectural Signage

#### Description:

The company specializes in designing and implementing wayfinding, identification and brand solutions for businesses

#### Key Person:

Chip Floyd  
VP of Sales and Marketing

#### Website:

[innerfacesign.com](http://innerfacesign.com)

# INNERFACE Architectural Signage

## Providing Turnkey Wayfinding and Signage Solutions

**H**enry Ford Health System manages multiple medical office spaces that support a large number of healthcare providers. The number of individual practices and physicians coupled with frequent changes makes keeping the patient and visitor signage up to date a cumbersome, time-consuming, and costly process. Understanding this predicament from working with health systems across the country, INNERFACE Architectural Signage—a company that focuses on designing and implementing wayfinding and identification solutions to transform businesses—offered Henry Ford Health System a digital directory solution that could be updated minute by minute from anywhere in the world with a cloud-based editing system. “Our system was perfected by us and our partners of five years, Gallery Digital. We collaborated with them to provide our clients a scalable, secure and robust platform for all digital signage needs,” says Chip Floyd, VP of sales and marketing for INNERFACE. The implemented solution at Henry Ford Health locations not only provides a platform to efficiently and cost effectively maintain the provider listings, but also gives each location the ability to share marketing information with patients and visitors.

**We provide our clients a scalable, secure and robust platform for all digital signage needs**

The company takes a unique “design+build” approach to designing and developing wayfinding and identification solutions. They have worked over the last few years to incorporate digital signage solutions with traditional signage and wayfinding elements to create more robust and flexible solutions for their clients. Primarily focused on the healthcare and higher education markets, the company noticed the biggest challenges relate to content management and network access. A cloud-based editing system needs an efficient internet connection. INNERFACE, along with partner Gallery Digital, works closely with their clients’ IT departments to help them understand how the systems use their network to communicate with the cloud editing software and what security measures they have in place to help them protect the integrity of their network. The company offers clients the ability to use the digital platform and manage content through a flash drive or a 4G LTE connection as well. Once the systems are



installed, INNERFACE can either provide content management and creative services or turn that process over to their clients’ contacts.

With a focus on comprehensive way finding and identification signage development, the company’s experiential graphic design team can assess client needs and make recommendations for the best use of digital signage technology. Furthermore, they look at supplemental ways to use the solution in ways organizations may not have considered in past projects. These can include more traditional digital signage uses such as menu boards in cafeterias, employee information in break rooms to name a few. For clients, the ability to run multiple use-instances (directories, directional, and marketing) on a single platform offers a tremendous value. INNERFACE solutions are offered in a wide variety of screen sizes and are made for indoor and outdoor applications including video walls. “When compared to traditional signage, not only are our clients able to make instant and very low-cost changes to a directory, map or any content, but they can also inform the user of other services and community events at the same time,” says Floyd.

The ingenuity of enhancing traditional signage rather than replace it has helped INNERFACE gain recognition from their clients. To continue delivering holistic solutions for its clients, the company strives to find the best ways to integrate digital elements with traditional signage and wayfinding in creating master plans. As hardware costs continue to decrease, there will be additional opportunity to substitute digital signage and add to legacy projects. “We will continue to expand digital use within existing clients by offering new ways to integrate digital signage to serve a wide variety of purposes including health and wellness programs and community outreach,” concludes Floyd. **CR**