

# Digital Signage Division

Ingram Micro



## INGRAM MICRO/DIGITAL SIGNAGE CERTIFIED EXPERTS PROGRAM

### Why Should You Learn About Digital Signage?

Demand for digital signage is exploding, and expansive markets exist for systems designers, integrators, content creators and end users. Digital signage is popping up everywhere in retail operations, and it's also becoming common in areas such as corporate communications, indoor venues of every type, and also in education and transportation.

On the surface, implementing a digital signage solution appears simple. But it actually requires connecting a web of complex technologies that must operate in unison in order to display the correct image on the screen. Designers, installers and service providers may understand a part of the technology — but cannot see the full picture of the display, network and content required. In order to truly succeed in this space, a solution provider must understand all the disparate parts that comprise a digital signage network, and understand how to properly sell the value in that network to the customer.

### Learn About Digital Signage in a One-Day Seminar

Ingram Micro, in association with the Digital Signage Experts Group and the commercial AV/IT community, is announcing an educational opportunity based on the Digital Signage Certified Experts (DSCE) program. It will cover comprehensive information building a scalable digital signage business. The heart of the Ingram Micro-Digital Signage Certified Expert (IM-DSCE) program is a one-day digital signage certification seminar, which is planned for various locations nationwide in 2010 as well as online.

### Overview of Seminar:

#### One-Day Digital Signage Certification Seminar

1. The Digital Signage market and segments
2. The 7 Key Elements
3. The Needs Analysis
4. The Value Chain for vendors
5. Content
  - a. Relevance
  - b. Creation and Sources
6. Digital Signage Software Defined
  - a. Player
  - b. Server
  - c. Management and scheduling
  - d. Content creation
  - e. Software system deployment models
  - f. Selecting the “right” software
7. Media players
  - a. Types
  - b. How they interface with:
    - Displays
    - The network
    - System software

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- 8. Business models and ROI/ROO
- 9. Hardware
  - a. Signal distribution
  - b. Displays
  - c. Mounts
  - d. Audio
- 10. Differentiation and selling value

## Digital Signage Certification

There will be a certification test at the completion of the course and certificates will be issued.

## 2010 Digital Signage Certification Seminars

Dates	Locations	SKU
Nov. 5	Seattle	CM2999
<i>Online training</i>		CM2993

## Contact

For more information or to enroll in this one-day course, please contact:

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