**Media Scan Summaries**

**Elena Dixon**

Google Alert Terms: Digital Signage, Digital Signage Factory

**Media Scan 1**

9/8/2011

*Synchronise your Digital Signage with Signagelive*

<http://www.signagelive.com/index.php/2011/09/synchronise-your-digital-signage-with-signagelive/>

 This video explains what a great feature signage live is. Signage live is the ability to synchronize any number of players onto the same network. This is one of the many great aspects that Digital Signage Factory offers.

**Media Scan 2**

9/10/2011

*Digital Signage Worldwide*

 This link: <http://vimeo.com/28797628> displays a video, which simply explains how digital signage factory, functions as a company and how it caters to global companies. The video is very short and benefits the company because it explains in basic terms what they do and also who can benefit from them.

**Media Scan 3**

9/11/2011

*Off-the-Wall Retail Digital Signage*

<http://business.itbusinessnet.com/article/In-The-House-1680142>

 This article explains what “Off- The- Wall” Retail is. It describes how Digital Signage is being used as an advertising tool in many different retail locations. It also talks about the pros of using Digital Signage for advertising and marketing.

**Media Scan 4**

9/13/2011

*HP Unveils Eight New Digital Signage Models*

<http://www.engadget.com/2011/09/14/hp-goes-display-crazy-unveils-eight-new-models-four-ips-panels/>

 This article talks about the nine new HP digital signage models. It explains the dimensions of each display and also the model number and the LED backlight of each individual monitor. It also has prices for each model.

**Media Scan 5**

9/15/2011

*Global Digital Signage Systems Industry*

<http://www.sys-con.com/node/1972739>

 This is a report, which analyzes the markets for Digital Signage systems worldwide. It follows products such as: Digital Signage Displays, Digital Signage Set Top Boxes and Media Players, ECT. The report analyzes the markets in different countries all across the world.

**Media Scan 6**

9/17/2011

*Global Digital signage Systems Market to Reach $13.8 Billion by 2017*

<http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2011/08/25/prweb8588648.DTL&ao=2>

 This article examines the Digital Signage globally. It explains how the technology is growing immensely not only in the United States but also worldwide. The market all over the world is growing and will reach $13.8 Billion by 2017.

**Media Scan 7**

9/17/2011

*Digital Signage Federation Press Releases*

<http://www.digitalsignagefederation.org/dsf_pr?mode=PostView&bmi=693300>

 The Digital Signage Federation has an event coming up in the end of September. It will explain the benefits of using Digital Signage in businesses and retail stores.

**Media Scan 8**

9/18/2011

*Digital Signage Displays*

<http://www.sbwire.com/press-releases/sbwire-105860.htm>

 Digital signage signs are now becoming more available to different companies and businesses. Not only are these signs available for inside use but also are now able to function outdoors even under harsh weather.

**Media Scan 9**

9/18/2011

*Digital Signage in Cinemas*

<http://www.fastforwardvideos.com/digital-signage-in-cinemas/250.html>

 Movie posters are swiftly becoming a thing of the past. Digital signage posters are taking over advertising for movies and TV shows.

**Media Scan 10**

9/18/2011

*ATEN Launches All-in-One Control Solution*

<http://www.sacbee.com/2011/09/20/3924124/aten-launches-all-in-one-control.html>

 Digital Signage Factory launches a hardware-based control until that allows users to monitor and access computers from a remote location. This is targeted toward self-service kiosks.