

# signFB Module for Facebook integration



## signFB, bringing social networking to the Point-of-Sale

No less than 50% of purchasing decisions made by people between the ages of 16 and 45 are now influenced to some degree by information seen on a social networking site. More and more, the line between what is social and what is commercial is being blurred. Most companies now have their own Facebook pages, and once someone “likes” that page, they can add pictures and post content. Now, Signbox Microsystems has joined the social networking revolution with the launch of the signFB Module.

### How it works

Used in conjunction with the signBox digital signage system, the signFB Module allows companies to leverage their social media spend and foot print by displaying live Facebook content on their digital signage screens. This could be a single screen dedicated to the Facebook home page, which customers, clients and visitors can see updated in real time as people add their own pictures and wall posts. Alternatively, the company’s Facebook information could be posted throughout the signage network, worldwide.

SignFB allows a company to target specific audiences with information directly relevant to the people present. Product advertisements and promotions can be displayed when and where they’ll make the greatest commercial impact. Links can be displayed, messages posted, and it’s even possible to display random photos of people on the premises at the time. Because these types of images grab and hold the public’s attention, signFB has the potential to be a powerful marketing tool in almost any commercial environment.

In spite of the wide variety of images and messaging that can be displayed using signFB, a high level of security is built in, so the system can be used with total confidence.

*(continued overleaf)*

“Specialising in state-of-the-art digital signage solutions, Signbox Microsystems can transform the way your company communicates.”

NOTE: Specifications are subject to change without notice. While all due care and attention has been taken in the preparation of this document, Signbox Microsystems Pte Ltd shall not be liable for any inaccuracies or omissions which may occur herein.

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## Features, benefits and functionality explained

SignFB allows the user to connect on both a personal and professional level with a specifically targeted audience. Interacting in real time, Facebook messages displayed on a large, colourful digital sign have the potential to capture attention and reinforce a commercial message. Live streaming of social networking images and information will capture people's attention in a way that no other type of advertising can.

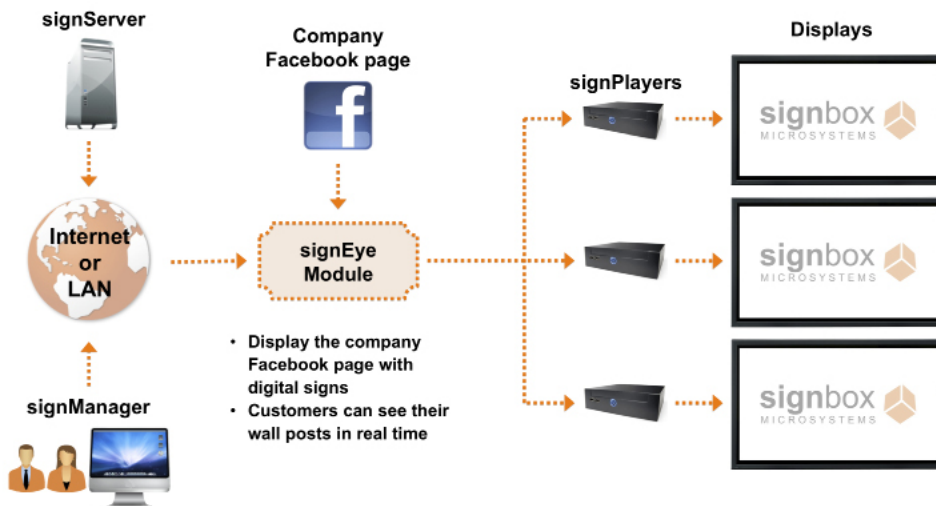
Social networking sites are ideal platforms from which to communicate the attributes of any product or service. In public waiting areas, it's possible to regularly post information that reinforces the message you want to communicate to those people on the premises at any given time. Posting regular, positive reminders has proven to be a key factor in encouraging consumers to buy or try a new product.

By tailoring on-screen content, it's possible to effectively promote a new restaurant, for example, to a group of small children one way, or to a large gathering of teenagers in quite another way. Details of where your products can be purchased, special pricing, Facebook discounts available for those who "like" your page—your digital signage can display all this information through signFB. The commercial potential of using your digital displays to become part of the social networking phenomenon cannot be overstated.

## System Requirements for the SignFB Module

- SignFB Module software
- SignPlayer V3.6.X or above, SignServer V3.6X or above
- Windows XP / Vista / 7
- Intel Core duo 2.0GHz or above
- Minimum 128MB video RAM, Minimum 2GB RAM
- 160GB HDD (signPlayer), 320GB HDD (signServer)
- Minimum 1 Com port
- Minimum 1 USB port

## Signbox signFB Module



For further information please contact Signbox Microsystems or an authorised Signbox dealer.



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