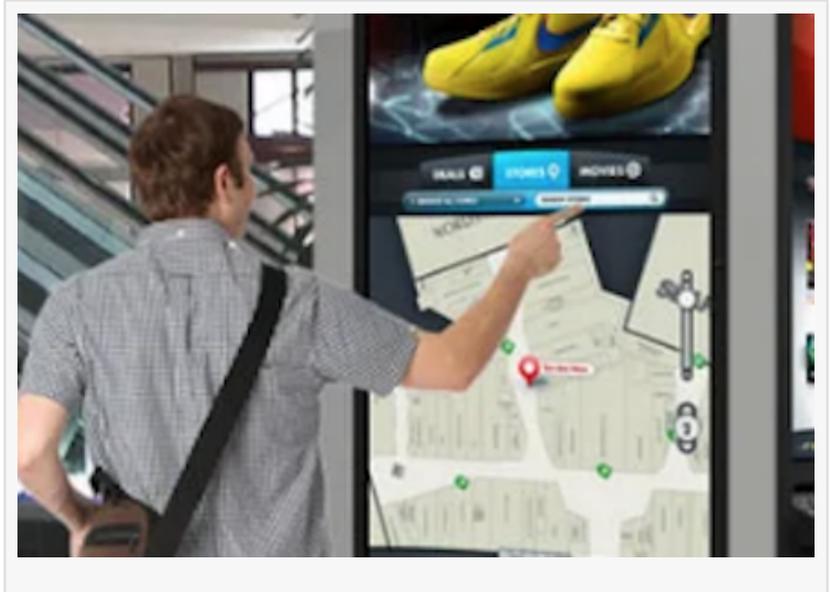


Digital Signage at the Forefront of the Smart City Movement

MIAMI, FL, UNITED STATES, May 24, 2018 /EINPresswire.com/ -- Smart cities are very much what most cities are aspiring to, both in regards to new cities being developed, and existing cities aiming to modernize their infrastructure. If you are not yet aware of what smart cities are, specifically, they are municipalities that integrate the latest technologies in information and communication to advance the operational functions and efficiency of the city.

These 'cities of the future' will include a higher level of functioning of administration as they provide residents with information while improving the quality of life for all citizens. You can expect to see integrated features such as outdoor LED signs, interactive commercial displays, stunning video walls, highly-advanced kiosks, and an array of different types of customized software for such purposes as wayfinding and digital directories used in different ways throughout smart cities, both now and increasingly in the future.



What is a Smart City?

There is no single blueprint or prototype that has been laid out for the future of smart cities. In fact, the term "smart city" is rather loosely used, and its definition is flexible. It can pertain to different aspects that incorporate a variety of features to allow for digital modernizing. Overall, the aim of the smart city will be to harmonize a city's overall functioning, while simultaneously driving economic growth, and using technology and data analysis to enhance daily life. The overall aim of digital signage in the smart city is to push these initiatives in new, thought-provoking, inspiring ways.

Smart cities, though somewhat revolutionary in concept, are entirely in line with our modern way of living. When you consider how much the Internet of Things has become a part of daily life, and how well-integrated into nearly every facet of daily living digital technology has been incorporated, smart cities will unify all of these digital factors, where there is no end to the digital intelligence.

Intelligence and Communication at Every Turn

The smart city movement has been underway for some time now, and with developments such as Amazon's smart grocery stores, that allow shoppers to shop without a checkout; smart sensors on streetlights that allow for energy conservation through automatic dimming and shut-offs when traffic is lighter; extensive free public Wi-Fi; digital signs and video walls that communicate far beyond standard 2-dimensional signs, and interactive kiosks; these integrations are not isolated and cities are on the move with incorporating them into their infrastructure to create modernized approaches for

today's digitized modern landscape. You can expect to see aspects such as these, among so many others, as the Internet of Things becomes integrated into all parts of daily life and infrastructure.

In a smart city, where optimal communication will be key, it will be important to offer versatile options. Innovative new features such as brilliant outdoor LED displays, interactive kiosks, video walls, and digital signs are expected to become the norm. These technologies are becoming more and more in-demand in the present, as has been evidenced in locations such as malls, medical centers, sporting events, and even in restaurants and eateries due to their high functionality.

The Significance of Digital Signage in the Smart City

What's so remarkable about the digital sign is that it is not an ordinary sign, with a single message. A digital sign does so much more, offering both the business or city the opportunity to offer so much more than one message. Outdoor signs have always been a staple, however being able to use a single space (sign) to offer a visually beautiful, attention-grabbing LED display that gets noticed offers a deeper way to communicate. Additionally, digital signage gives owners the ability to control the content of the sign with many customized options.

Currently, in an array of public and commercial spaces, digital signs are already vital to communication, while attracting and guiding those in the area. Digital signs offer a greater level of versatility and flexibility, and in the micro sense, many businesses see these benefits as directly engaging with customers. In the macro, digital signs bring a greater sense of connectivity to people, giving information, providing maps and directories in downtown areas, displaying news stories, and giving detailed calendars with upcoming events.

The modern cities of the world are going to be smart cities. Cities all over the globe have already taken to integration that allows for a greater level of convenience which is adding safety, security, better flow, better functioning, and overall a more seamless connectivity that enables people to engage in their daily lives, within their civilization, with greater efficiency. Knowledge will be available at every turn to give people a head's up on traffic, parking locations, and other necessary info. In-store shopping will be more efficient and free-flowing, enabling consumers to get what they want, efficiently with many of the same conveniences as online shopping. More dynamic conservation efforts are going to be the norm as they will be integrated throughout cities to enable as little waste of energy as possible, controlled by intelligent, "smart" means. Throughout every one of these modern updates, digital signage is expected to play a role.

About [Intermedia Touch](#):

Since its inception in 2002, Intermedia Touch, Inc. has become a leader in interactive technology and custom application solutions for a broad range of clients who wish to advance their business initiatives. Combining extensive experience and unmatched service as a technology integrator, their goal is to create unique experiences by making use of the latest interactive technology and applications available in the digital signage industry.

Intermedia Touch, Inc. offers powerful software solutions, as well as a diverse array of interactive hardware options including interactive touch screen monitors, infrared surfaces, video walls, holographic glass, indoor/outdoor kiosks, and custom, LED signs. With more than 15 years of experience in the information technology and audiovisual fields, the team at Intermedia Touch, Inc. delivers interactive solutions which create the highest visual impact and relevance specific to your target audience.

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