

Understanding Your Goals & Objectives:

Branches & Locations:

1. How many branches are you going to install the Digi Signage Solution into?
 - Only in one branch
 - 2 – 4 branches
 - 5 or more
 - If more, please specify how many
2. How many Units do you need to install within each branch?
 - 1 – 5 units
 - 5 – 10 units
 - 10 or more
3. What types of locations will the screens be placed in? [Select all that apply]
 - Waiting Area
 - Reception
 - Hallways
 - Office Space
 - Showroom
 - Retail Store
 - Lobby
 - Shopping Mall
 - Super Market
4. Throughout the one branch, will the same content be played?
 - Yes
 - No
5. In case of many branches, will the same content be played throughout them all?
 - Yes
 - No
6. In the case of many branches/locations, would you rather we upload and manage all content from only one location?
 - Yes
 - No
 - Onsite
 - Offsite

Screens and Installation:

1. What screen size do you prefer?
 - 42"
 - 52"
 - 62"
 - Other: [Please specify]
2. Will there be different screen sizes in different locations?
 - Yes
 - No
3. Are you interested in:
 - Mounting your screens
 - Inlaying them with existing decoration

4. In terms of visual display, what type of frame are you interested in?

- Frameless screens
- Original screen frame
- Customizable frame to suit with existing decoration

Content Creation:

Content Objectives:

1. What are the Primary objectives of the Digital Signage content?

- To promote your**
 - Products
How many?
 - Services
How many?
 - Business

- To inform about**
 - Discounts/Sale
How frequent per year?
 - Promotions
How frequent per year?
 - Launchings
How frequent per year?
 - Events
How frequent per year?
 - Other: [Please specify]

- To attract**
 - In store clients
 - Prospective clients
 - Passers by

- To improve**
 - Public Relations
 - Customer Relations
 - Brand Awareness

- To add visual appeal to the location**

- To generate revenue through offering advertising to other relevant Products/Services as I see fit**

- Other: [Please specify]**

2. How often will the content need to be updated?

- Weekly
- Monthly
- Quarterly
- Annually

3. Approximately, how many different messages will you communicate

- In one day?
- In one month?
- In one year?

4. Or, how many minutes of attractive video content will you display on your Digi Signage network in one day?

- 3-7 minutes
- 7-15 minutes
- 20+
- Other: [Please specify]

5. Do you have the right content to display on your Digi Signage Network?

- Yes
- No
- Some

6. If no, will/can you provide the material needed to create attractive content?

- Yes
- Some
- No, we need your help to create new attractive and targeted content

7. If yes/some material will be provided, what are they? [Select all that apply]

- | | |
|--|---|
| <input type="checkbox"/> Brochure[s] | <input type="checkbox"/> Documentary |
| <input type="checkbox"/> Leaflets | <input type="checkbox"/> TV Commercials |
| <input type="checkbox"/> Original Artwork | <input type="checkbox"/> Infomercial |
| <input type="checkbox"/> Video | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> Other: [Please specify] | |

8. What language will the content be in?

- English
- Arabic
- Both

9. Does your company have a Corporate Guideline Manual?

- Yes
- No

10. If yes, can we have a hard and soft copy?

- Yes
- No



11. If no, do you have?

- An editable version of your logo
- Set corporate colors
- Set typefaces and fonts

10. Additional Considerations: [Select all that apply]

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Static IP | <input type="checkbox"/> Content Management |
| <input type="checkbox"/> Hosting | <input type="checkbox"/> Database Design/Management |
| <input type="checkbox"/> Media Server | <input type="checkbox"/> Printed Coupons |
| <input type="checkbox"/> CRM | <input type="checkbox"/> Directional Speakers |

If there are issues we did not address that you would like us to take note of, please elaborate in the space below.

Thank you for completing this questionnaire. Please print or save your answers, and send us a copy in order to contact you and set the next steps and meetings.

We appreciate your time and look forward to doing business with you!