



SOLUTION BRIEF

TECHORATING

More Than Just a Video Wall

Here's Why Techorating Will Inspire Your Customers



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Art moves us, inspires us, and motivates us to think, act, and maybe even change our perspective. That's why Keywest Technology is delighted to be situated in the vicinity of Kansas City's Country Club Plaza district, where art and artists are so plentiful, that with a bit of imagination, one could sense what Paris' Montmartre may have been like in its heyday.

To say the least, we appreciate the arts, from wherever they originate. Even though artistic expression may seem unlikely for a tech company, Keywest Technology has been involved in an emerging art form generically called digital signage for over 14 years, but as we will learn, digital signage is so much more than what this simple label suggests.

We would like you to consider what it looks like to put this emerging digital art form to work for your brand. If you are not inspired just yet, please read on as we share architectural design ideas that could make your company more attractive to anyone, and we mean everybody—from stakeholders to employees, to customers and the public-at-large.



JC Nichols Fountain on the Country Club Plaza | Kansas City, MO

PHOTO CREDIT- © Wallaceweeks | Dreamstime.com

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In the world of marketing, everything you do, say, print, publish, build, create and sell is your brand. When you walk into an Apple store, are you in doubt as to where you are? Does not the modern minimalist design of the interior focus all of your attention on the products—contrasting the uber-slim gadgets against starkness—leaving nothing else to consider but the obvious?

We would suggest that the interior design—as absent as it may intentionally be—is helping to lead people to a focused experience that may not even be part of one's conscious mind.

With this thought in mind, let's consider the concept of techorating. No, we didn't just make that word up.

According to DigitalSignageToday.com's editor Christopher Hall, "Back in 2008, LG Electronics coined the term "techorating", a fusion of technology and decorating, using tech to create or be an element of interior design and decor."

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Brookfield NY Visitor Center | New York, NY

PHOTO CREDIT - Union Design LLC

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Techorating done well will lead to a quality experience, even aesthetic, that could convey something positive about your brand. It can engage people to experience your brand. It can move people to want your brand. It can inspire people to talk about your brand.

And yes, it could spark the buying process at some point, but that's not the underlying intent of techorating; otherwise, it would be called advertising.

Techorating, broken down to its essence, is considered an art form that just happens to use a digital canvas to creatively exhibit content that stimulates the senses, which can arouse and influence behavior.

Although this art form typically adorns commercial buildings instead of museums, it is prominently displayed in the most public places, such as a lobby, visitor center, gallery, cafeteria or on main floors.

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PHOTO CREDIT – Elmo ProAV <http://blog.almoproav.com/tag/videowall/>

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Techorating can influence the ambiance of your building—indoors or outdoors—by the way it is integrated into the environment. It may be woven into the very fabric of your building's design, or it may be integrated as a complement to your building's design—all of which reinforces and extends your core brand image.

So, how does techorating create brand inspiration? It attracts audiences who may for the first time experience your brand on an emotional level, inspiring them to engage with the experience.

The use of digital art becomes the expression of the brand while accelerating the levels of awareness and engagement.

Engagement through the digital display element of a techorating project can add significantly to the achievement of communication goals while also adding to the overall return on goodwill.

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Crown Fountains at Millennium Park | Chicago, IL

PHOTO CREDIT – © Gargolas | iStock

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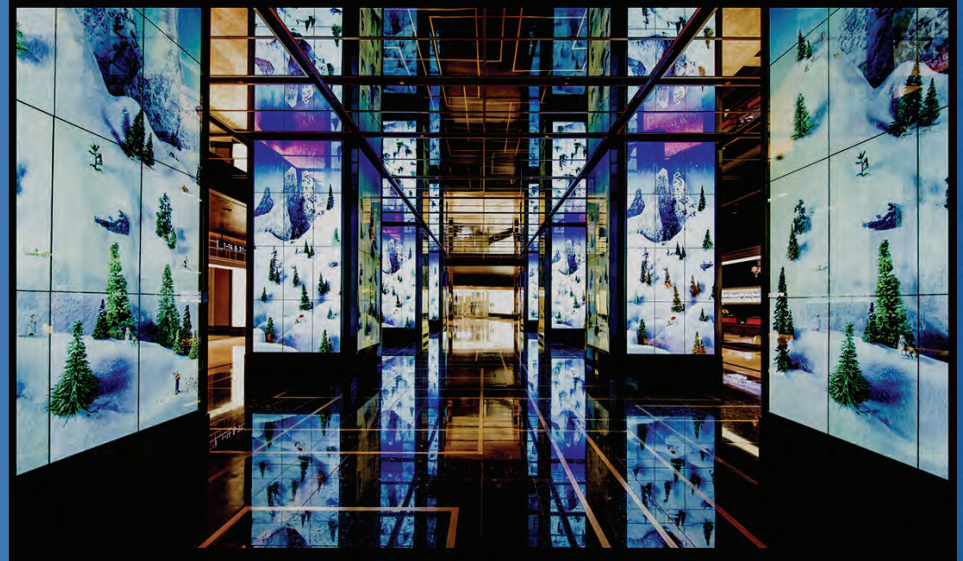
If you would like to read more how techorating and its cousin (digital signage) could make a positive contribution to your business, visit Keywest Technology's digital signage website

www.KeywestTechnology.com

800-331-2019

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SOURCE: <http://www.digitalsignagetoday.com/articles/the-digital-signage-evolution-of-techorating>



The Cosmopolitan of Las Vegas | Las Vegas, NV

PHOTO CREDIT – Nix+Gerber Studios

We're About Solutions



WINNER



HTML5



Consider this: The client bought the “best” digital signage software, the “best” media players, the “best” display monitors, and even gave their “best” employee the task to manage the new system, but in the end, their digital signage still looked like an afterthought, and even worse, a boring slideshow presentation...UGH! Don't let that happen to your communication strategy! Engage Keywest Technology for a digital signage solution.

DIGITAL SIGNAGE REQUIRES A SOLUTION

Anyone with IT skills can install a digital signage system—but is it a solution? A solution requires inspiring content, flexible software, reliable hardware, and enduring support. But it also requires expert know-how to put it seamlessly altogether into a compelling media plan that augments your marketing mix. With over 12 years of dedicated digital signage innovation and service, clients count on Keywest Technology engineered solutions to get their best results.

We have delivered over 9,000 systems since 2001 that businesses rely on daily to reach and exceed communication goals. Keywest Technology is the recipient of several industry accolades for its digital signage work. For example, we've earned three DigiAwards, an industry honor recognizing digital signage excellence.

As with any communication effort, content is king, but only if you get the results you expect. This is where Keywest Creative comes in, providing creative services that attract an audience and communicate powerful messages. Whether the presentation is provided through built-in video walls or complex, branching interactivity on kiosks, displays, or tablet devices, Keywest artisans have the experience and expertise to design content that connects with viewers wherever they are.

Contact us for project consulting, and we'll help you discover business objectives, review communication goals, and then recommend the best mix of technology. We will turn your vision and communication needs into a solution—not just a system.

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