

**The Synergy  
Between Digital  
Signage Software  
and Hardware:  
Enriching the  
Total Solution**

PRO DVX

# Introduction

As a software developer in the AV-industry, you know that the technology landscape is constantly evolving, and businesses are increasingly turning to interactive digital signage to stay competitive. Interactive digital signage is a dynamic and powerful tool that enables businesses to communicate and interact with their customers, enhance their brand, and drive revenue. To deliver an effective digital signage solution, it is essential to have the right combination of digital signage software and interactive displays.

Digital signage software is the brain of the solution, providing the functionality to manage, schedule, and distribute digital content. On the other hand, interactive digital signage displays are the physical component that displays the content and enables user interaction. For businesses to achieve the full potential of interactive digital signage, it is crucial that both software and hardware are optimized to work seamlessly together.

By the end of this whitepaper, you will have a comprehensive understanding of how digital signage software and interactive displays work together to deliver a complete and successful interactive digital signage solution. With the right combination of software and hardware, you can offer a complete solution to your customers. This allows them to enhance their customer engagement, improve brand recognition, and increase revenue, which makes interactive digital signage a valuable tool in today's competitive market.



# Optimize your user experience

Providing an intuitive and easy user-experience is what sets apart great software from good software. However, not only software should be user-friendly. Even the most user-friendly software gets negatively perceived when the device it's running on isn't functioning properly. That is why it is important to focus on what interactive display your software runs on, and to ensure the device contains features that focus on its user-friendliness. Educate your audience by making them aware of the added value of the hardware they choose. Show them how hardware improves the total solution by highlighting the following features.



## Pay attention to these hardware features

Every interactive display needs a good touchscreen, capable of handling touch interactions accurately for extended periods of time. Several types of touch technology exists that can be incorporated into the display, but 10-point PCAP touch technology is considered by the digital signage industry as one of the best and most durable types. This makes it one of the most widely used types of touch technology for interactive digital signage.

In addition, some interactive solutions require the use of peripherals such as scanners, cameras or payment terminals. Therefore, interactive displays need a wide range of I/O ports to ensure that the required peripherals can be attached to the display. When choosing your digital signage hardware, make sure the device has the right I/O ports for the peripherals that your software solution requires.

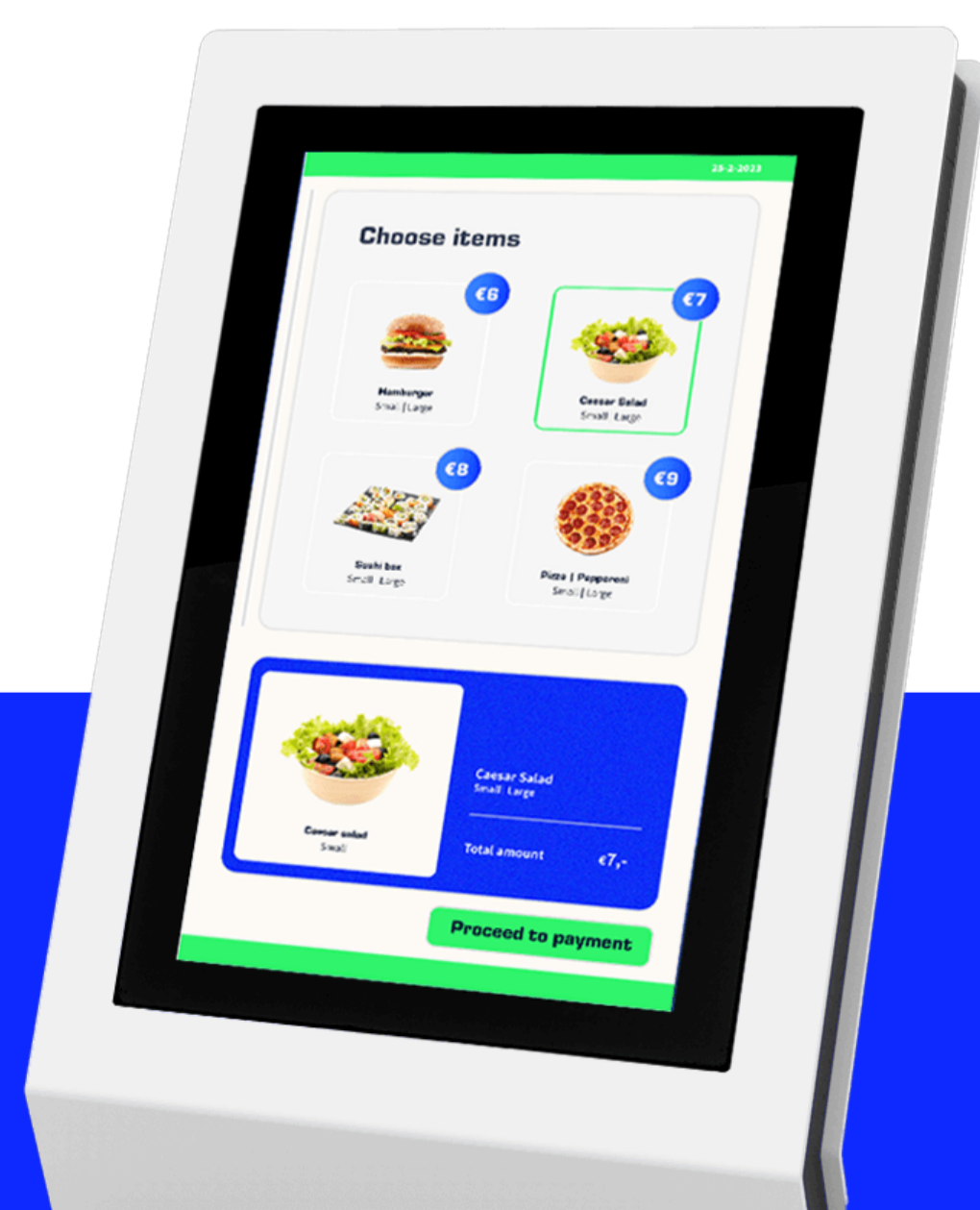
# Future proof your solution

Next to a focus on user-experience, as a software business, your clients are often looking for solutions to solve long-term issues. Since it's very costly to keep replacing digital signage hardware every year, you want interactive displays that can stand the test of time and handle the software demands of tomorrow. Most businesses take into account that digital signage hardware depreciates in 5 years, meaning it should function to standards for at least that duration. Therefore, digital signage displays are designed with several features which contribute to durability and their ability to adapt to future environments.

## Future-proof features

One of those features that is important to interactive displays is the processor. The processor is responsible for processing and executing instructions required to display and interact with content, acting as the "brain" of the display. By choosing hardware with a high-performance processor, you ensure that your software can be operated now, but also in a few years from now.

Another crucial feature which greatly impacts the operation of software is which operating system comes with the device. One of the most widely-used and secure operating systems in this regard is the open-source version of Android. Be sure to choose an interactive display with a newer Android version like Android 11, so that support for it remains available in the coming years.



# Conclusion

As a channel-focused manufacturer of (interactive) digital signage hardware such as signage displays, touchscreens, Panel PCs and box PCs, we collaborate closely with software developers to ensure optimal performance of their software on our devices. We understand your point of view and design and manufacture our devices to flawlessly integrate with any software.

For that reason, we launched our newest product, the APPC-15XP R23. This Android Panel PC opens up a world of possibilities. With its 15-inch size, it is suitable for a wide range of applications, from self-service kiosks to meeting room signage and point-of-sale systems to queuing systems.

In addition, it features PoE+ connectivity, meaning it can be installed almost anywhere.

One of the key features of the APPC-15XP R23 is its powerful RK3399 processor, which provides optimal performance both now and in the future. This means that no matter how demanding your application may be, the APPC-15XP R23 is up to the task and able to operate multiple applications at once.

The APPC-15XP R23 also runs on Android 11, which is known for its ease of use, security, and flexibility. This operating system is set to remain one of the most widely used in the digital signage industry in the years to come, which means that the APPC-15XP R23 is future-proofed and ready for whatever challenges lie ahead.

Incorporating a 10-point PCAP touchscreen and a wide variety of I/O ports for peripherals, the APPC-15XP R23 is designed to deliver a stellar user experience. It even has Pogo pin ports that allow you to attach our barcode scanner, NFC reader, camera, or LED status light module for even greater interaction.

Overall, the APPC-15XP R23 is a powerful and versatile device that meets the needs of almost any application. It is more than just an interactive display, it provides you with a highly versatile and futureproof strategic tool that sets you apart from other software developers. It is the perfect choice for businesses looking to create engaging and interactive digital experiences.

**Contact ProDVX for a 15XP R23 demo unit or to learn about the benefits of becoming a software partner of ProDVX.**

**Get in touch**