

# Adding Interactivity to a Cisco Digital Signage Network Is Now Plug and Play



Adding interactivity to digital signage increases customer engagement and delivers a higher ROI than traditional digital signage, but it has been complicated to put together. Now Cisco and TE Touch Solutions have teamed up to make the process a whole lot easier. Cisco's Digital Media Players (DMPs) are now "plug and play" compatible with Elo Interactive Digital Signage Displays.

## Why Add Interactive to Digital Signage?

Almost anywhere there is digital signage, adding an interactive component will deliver significant benefits. Your audience can now choose more content they want to learn about. Metrics can now report on messaging and content effectiveness by individual session. Cross-sell and up-sell promotions can be tested in real-time. When more potential customers can interact with your messaging, you can offer them more complete services:

- Retail shops: strongly market what's in stock, or show related items while offering self-service ordering
- Hotel lobbies: guide visitors to local events, earn revenue from interactive advertising and offer concierge-like services
- Sports venues: let people order food and get back to the game faster
- Financial institutions: offer self-service information like account updates to free staff to focus on providing higher-value services
- Educational institutions: keep students, faculty and visitors up-to-date with easy-to-find maps, directory assistance, class catalogs, schedules and instructor bios



## Ruggedized Solutions for a Public Environment.

Elo TouchSystems IDS touchmonitors are designed for use in public environments—to withstand extended hours, rigorous customer use and keep running for years. With the Cisco and Elo TouchSystems solution, you get a commercial grade, enterprise class solution backed by two industry leaders.

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**ELO TOUCHSYSTEMS  
INTERACTIVE  
TOUCHMONITORS**

- 32", 42", 46" touchmonitors
- Commercial grade components designed for public use
- Long product availability
- 3-year warranty, plus 2-year extended warranty available
- Worldwide support



**CISCO DMP FAMILY**

Cisco Digital Media Players are highly reliable, IP-based endpoints that can play HD video and content for Cisco Digital Signs. These DMP models are available based on your application requirements:

- DMP 4400G
- DMP 4310G

ELO TOUCHSYSTEMS DISPLAY	SCREEN SIZE	CISCO DMP	
		4400G	4310G
3200L APR	32"	✓	
3239L INTELLITOUCH	32"	✓	✓
3239L APR	32"	✓	
4200L INTELLITOUCH	42"	✓	✓
4600L INTELLITOUCH	46"	✓	✓

Additional Cisco products such as thin clients are also compatible with all Elo products with IntelliTouch touch technology as long as they have an HID driver.  
\*DMP currently supports single touch only.

## Get Help from Elo TouchSystems and Cisco for Smoother Installations.

Get a jump start on your project with services from Cisco and Elo TouchSystems. Get help figuring out what software best suits your needs, learning what metrics you should measure and setting up pilot programs so you can get to success faster.

To start learning more about what you can do with digital signage, go to these links:

- [Cisco Digital Signs Website](#)
- [Cisco DMP Product Family Page](#)
- [Cisco's Academy of Digital Signage](#)
- [Elo TouchSystems IDS Product Family](#)

NOTE: To ensure touch capability, please ensure you have the latest DMP software (version 5.3 or later) installed on your DMP.

### TAKE ADVANTAGE OF THE DISCOUNTED ELO DEMO PROGRAM

- To encourage testing and pilot programs for major customer opportunities, a single unit will be discounted up to 45%.
- Each request for a discounted unit will be subject to review and approval by TE TouchSolutions
- Please contact your authorized distributor or Elo sales for program details.

**TE TOUCH SOLUTIONS** | TE Touch Solutions, a global leader in touchscreen technology is part of TE Connectivity, a US\$12.1 billion corporation. TE Touch Solutions develops, manufactures, and markets a complete line of touchscreens, touchmonitors, and all-in-one (AiO) touch computers under the Elo TouchSystems and TE Touch Solutions brands. TE and Elo TouchSystems products are used for diverse applications including retail point-of-sale (POS), kiosk, medical, industrial, hospitality, transportation, automotive, mobile and gaming.

To find out more about our extensive range of Elo touch solutions, go to [www.elotouch.com](http://www.elotouch.com), or call the office nearest you.

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