

# Remotely Controlled Monitoring Systems for Digital Advertisement Boards



## The Challenge

Digital advertisement service providers are often challenged with having to swiftly respond to issues with digital display downtime. In most cases they are required to restore any display outages within 24-48 hours per their contracts with clients. Some of the challenges that are experienced in maintaining uptime for digital billboards and signage include:

### Overhead Challenges:

In order to verify that displays are working properly, service crews are deployed to conduct physical inspections.

### Reach Challenges:

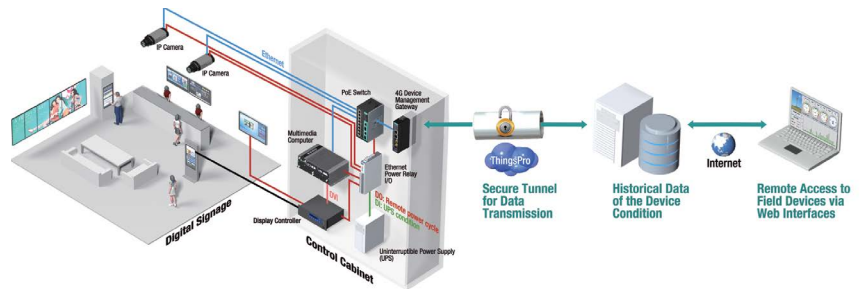
Sites where digital advertisements can be incorporated are often limited to locations that are easily accessible by service crews for inspections.

### Accessibility Challenges:

There are often limited communication and remote capabilities to manage digital signage due to lack of connectivity to the internet of things.

## The Solution

To address these issues, IP cameras could be installed to allow remote visual checkups. Cellular links could be installed to increase the flexibility of communication. This can allow for remote monitoring capabilities for the conditions of all the onsite equipment and can also enable the ability to remotely reset systems to see if they recover before service crews are deployed.



## The Results

### Increased Communication and Remote Monitoring Capabilities

Through the utilizing the principles of connecting to the Industrial Internet of Things, digital advertising boards can be communicated to and monitored remotely.

### Decreased Overhead

Through remote monitoring capabilities, overhead can be decreased by reducing the frequency of physically sending a service crew to inspect assets.

### Expanded Business Potential

Remote monitoring and communication can enable expansion opportunities of ad placements in locations that are not easily accessible by crews for inspections.