

Northern Computer

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"Digital signage content can guide visitors, provide critical information, and entertain customers to trigger certain purchasing decisions."

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Digital signage is beginning to pop up all around the Okanagan. The outlook for 2011 is showing huge growth trends and we have the solutions for stand alone units to multi-screens and from software to hardware and content creation. Read on to learn more about what digital signage can offer. This month, we also take a look at part 2 of office ergonomics and setting up your monitor in your workspace to prevent injury.

Digital Signage

Digital signage is revolutionizing the way that we advertise and communicate information. Businesses are moving away from printed signs to more dynamic, flexible and customizable signs.

What is digital signage?

Digital Signage refers to an electronically controlled sign that you can update on-the-fly. The content it presents may guide visitors, provide critical information, and entertain customers to trigger certain purchasing decisions.

An Introduction to Digital Signage



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Ask a Tech



Got questions? We have 12 technicians on staff who have answers. Click on the link below, ask and we may publish your question and the answer in our next newsletter.

askatech@northerncomputer.ca



"The correct setup and positioning of your monitor can avoid neck pain, shoulder pain and eye strain.

How it Works

There are a few basic key components of an effective digital signage network. They include a media player, a display, software and a network to coordinate and control it all.



Software

The software is either installed on a local computer (Premise based) or it is available online(SaaS - Software as a Service)

Hardware

Display - A variety of display technologies are compatible, including LCS Televisions, Plasma Televisions, LCD Monitors, Multi-Screen Video Walls, Kiosks and more

Media Player - Simply stated this is just another computer where your content will reside once it is pushed out. It has it's own software to display the content that you've created. The player can be a desktop tower or a small form-factor computer (mini PC).

Mount - A variety of mounts are available, including stands, wall mounts, ceiling mounts

Wiring, Including Connectivity - Ensuring the content is delivered to the right place at the right time will require power cabling, internet cabling and audio video wiring

Content

Not much needs to be said here. This is the material that you have created to view on your display.

5 Reasons to Use Digital Signage

Click [here](#) to finish reading the article.

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- Janet F, Digital Signage Specialist

Office Ergonomics - Monitor Setup & Usage

As previously discussed, setting up your work space properly is essential in creating a comfortable



workstation and preventing injury. Just as choosing the right mouse can reduce ailments, positioning your monitor is also important. The correct setup and positioning can avoid neck

pain, shoulder pain and even eye strain. The following guidelines can help to determine the ideal ergonomic position of your monitor.

Distance - Your monitor should be positioned directly in front of you and centered. It should also be arms' length away or at least 20 inches away. Sitting too close can cause eye strain. You can adjust the size of your fonts if you are having trouble reading from a distance.

Height - The proper monitor height is important in preventing neck and upper back strain. As a general rule of thumb, your eyes should be level with the top of your screen. Eyes are most comfortable with a gaze angled 15 degrees below the horizon. This can be achieved by raising or lowering your monitor or chair.

Angle - Our peripheral vision works better if our monitors are tilted slightly upward. The top of the monitor should be farther back than the bottom. This is why we position a book the way that we do.



Glare/Lighting -

Click [here](#) to read the rest of the article.

Tips & Techs

Send a Fax Over the Internet

Need to send a fax but don't have a fax machine available or the fax needs to be sent in color? The next time your fax machine is broken down or your traveling on business and a fax machine is not available send your fax over the internet. This is also a good option if you don't have a phone line or need to send a fax in color. The later was situation that has happened in our office. We needed to send a fax in color, but our multi-function printer (MFP) is black & white.



A great resource was found! www.faxzero.com will let you send a fax to any fax machine in the United States or Canada for free. The restrictions? Only 2 free faxes per day, each fax can be a maximum of 3 pages, the fax must be a word document (.doc) or a .pdf file and there is an ad on the cover page. There is an option to upgrade if you need to send more documents, more pages or do not want the ad on the cover page.

A screenshot of the FaxZero.com web interface. The page is divided into several sections: 'Sender Information' with fields for 'From', 'Phone', 'Fax', and 'Email'; 'Receiver Information' with fields for 'To', 'Phone', and 'Fax'; 'File Information' with a 'File Name' field and a 'Browse...' button; a 'Confirmation Code' field with the value '7DJKR'; and two pricing options: 'Free Fax' and 'Amount Price Fax'. The 'Free Fax' option includes a small advertisement on the cover page, while the 'Amount Price Fax' option does not.

Sending the fax is very easy to use, just fill in the sender and receiver information, attach the file and enter the confirmation code. An email confirmation will then be sent to your inbox. After locating the email, click on the URL in that email message. After clicking on the link, you will be directed to a webpage where you can find out the status of the fax and you will also be sent an email confirming the final status.