Efforts toward 'Signage for Office' in HikariSignage

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What is 'Signage for Office'

'Signage for Office' can be divided into two types

#1 “Information Signage”

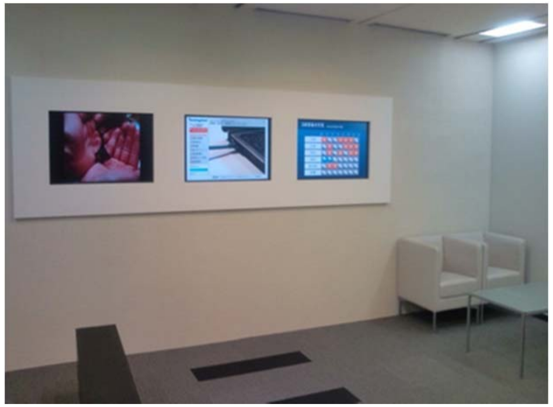
- You can send an information to guests in a lobby of an office, etc. The information is composed of movies, still images and sounds and displayed on a screen.
- You can expect improvement of your company's image by showing press releases, contributions to society and environmental measures from making use of the guests' waiting time.

#2 “Office Signage”

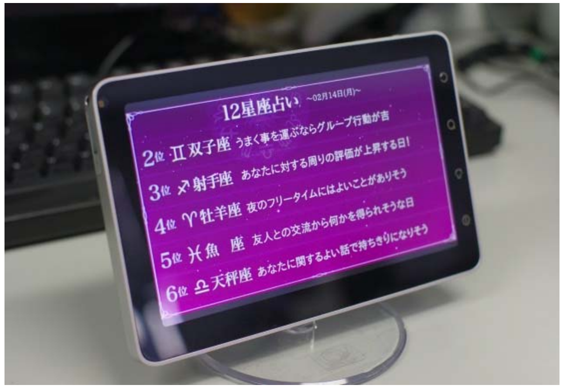
- You can send an information to employees inside your office. The information is composed of movies, still images and sounds and displayed on a screen.
- You can activate your business by sharing various information such as president's instruction, product preview, thanks letter and sales bulletin. You can also provide emergency information(NHK General TV).

Information Signage

#1 Setting up large screens in a lobby, waiting room



#2 Setting up Android devices and digital photo frames on a reception desk


12星座占い ~02月14日(月)~
2位 ♊ 双子座 うまく事を運ぶならグループ行動が吉
3位 ♐ 射手座 あなたに対する周りの評価が上昇する日!
4位 ♈ 牡羊座 夜のフリータイムにはよいことがありそう
5位 ♓ 魚 座 友人との交流から何かを得られそうな日
6位 ♎ 天秤座 あなたに関するよい話で持ちきりになりそう

Introduction example #1

NTT Holding Company 1F Lobby

1. Purpose, Request

Along with the replacement of the NTT headquarters' reception screen, we introduced the signage. Different from conventional DVD, we can show real time information such as news, weather forecasting and corporate information from staffs.

2. Contents

- Preset Contents(News, Weather forecasting, etc)
- BGV
- NTT's corporate information
- HikariSignage's PR

3. Effect

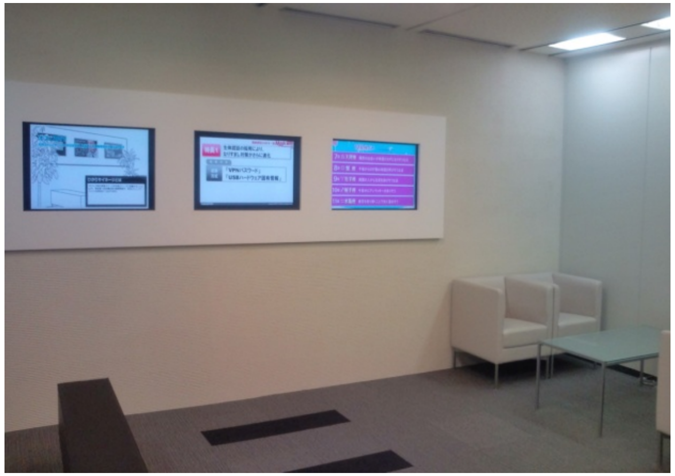
Different distribution and displaying of the real time information from conventional screens in a waiting room, we can emphasize our attitude as a telecommunication solution provider.

Introduction example #2

NTTIT Headquarters 4F Lobby

1. Purpose, Request

Introduction of own products and HikariSignage to guests



2. Contents

- Introduction of NTTIT's products
- Introduction of HikariSignage
- Pre set contents such as news and weather forecasting

3. Effect

By showing real time kinetic contents and own products information, the attention of the signage is improved and the appeal of own products becomes more effective.

Hikari Signage

Problem-Solving by Office Signage

'Office Signage' sends information toward employees

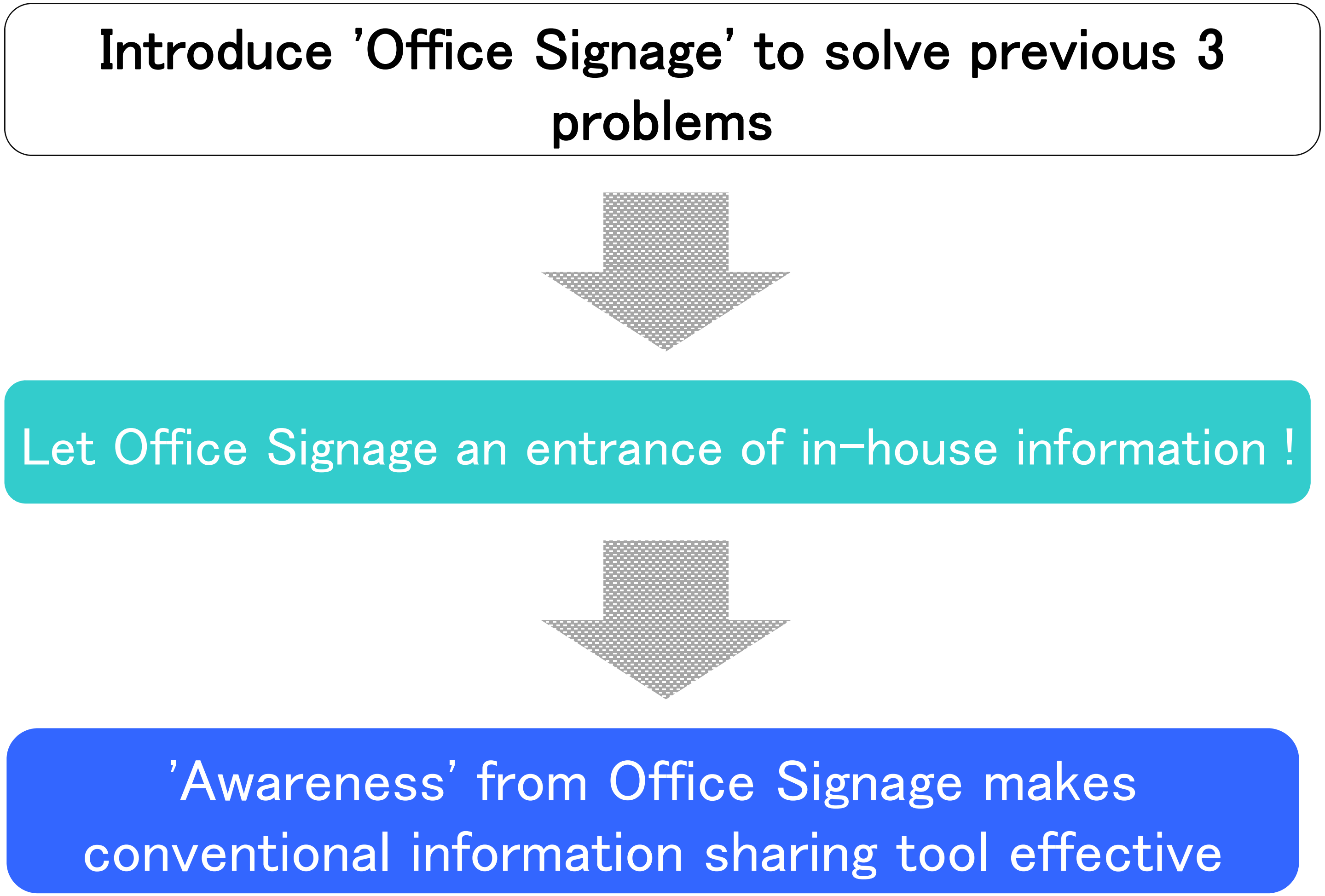
Solving companies' problems below !

- Conventional information sharing tools(Mail, Website, Poster, Circular notice, Meeting) are too late or impossible to communicate

- Office hours, time, environments and business operations are diverse and it is difficult to share cross-organizational information effectively and quickly

- Short of speedy information control and a sense of unity as a company because of many branches

Roll of Office Signage



Introduce 'Office Signage' to solve previous 3 problems

Let Office Signage an entrance of in-house information !

'Awareness' from Office Signage makes conventional information sharing tool effective

Merit of Office Signage

Anyone can send information easily !

- Creating contents and operation are easy

Certainly appeal by repeating !

- Repeatedly send information to employees those who cannot check mail, website

Put the necessary information to required place !

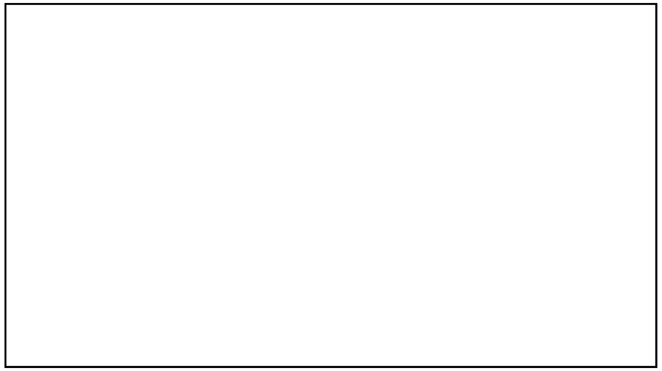
- Directly send to needed organization in response to information

Hikari Signage

Creating Contents

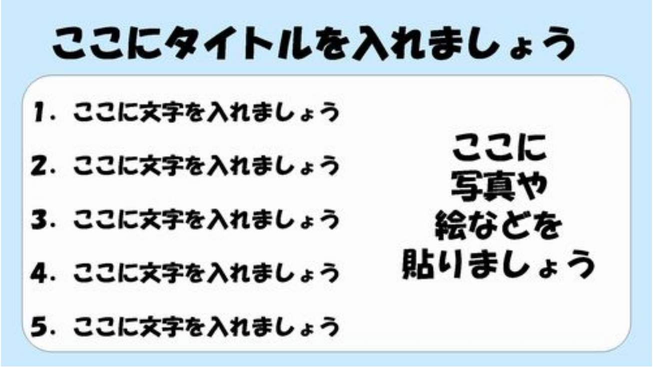
Easy creating with PowerPoint

1. Set the resolution 16:9(1920:1080) in page setup



2. Create the slide which becomes the template from the setuped slide

3. Fix the position of the letter and the picture

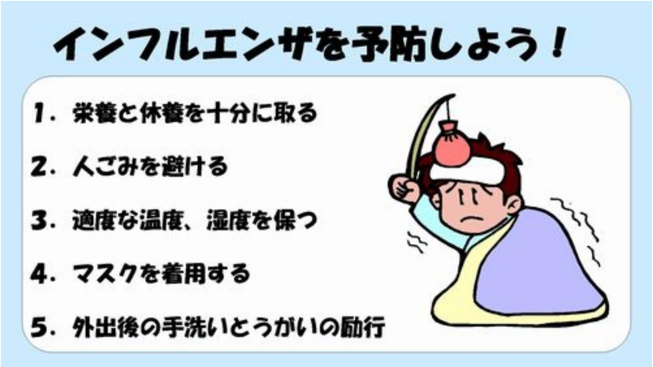


ここにタイトルを入れましょう

1. ここに文字を入れましょう
2. ここに文字を入れましょう
3. ここに文字を入れましょう
4. ここに文字を入れましょう
5. ここに文字を入れましょう

ここに
写真や
絵などを
貼りましょう

4. Put the letter and the picture and preserve the file as JPEG



インフルエンザを予防しよう！

1. 栄養と休養を十分に取る
2. 人ごみを避ける
3. 適度な温度、湿度を保つ
4. マスクを着用する
5. 外出後の手洗いとうがいの励行

Hikari Signage

Contents Example

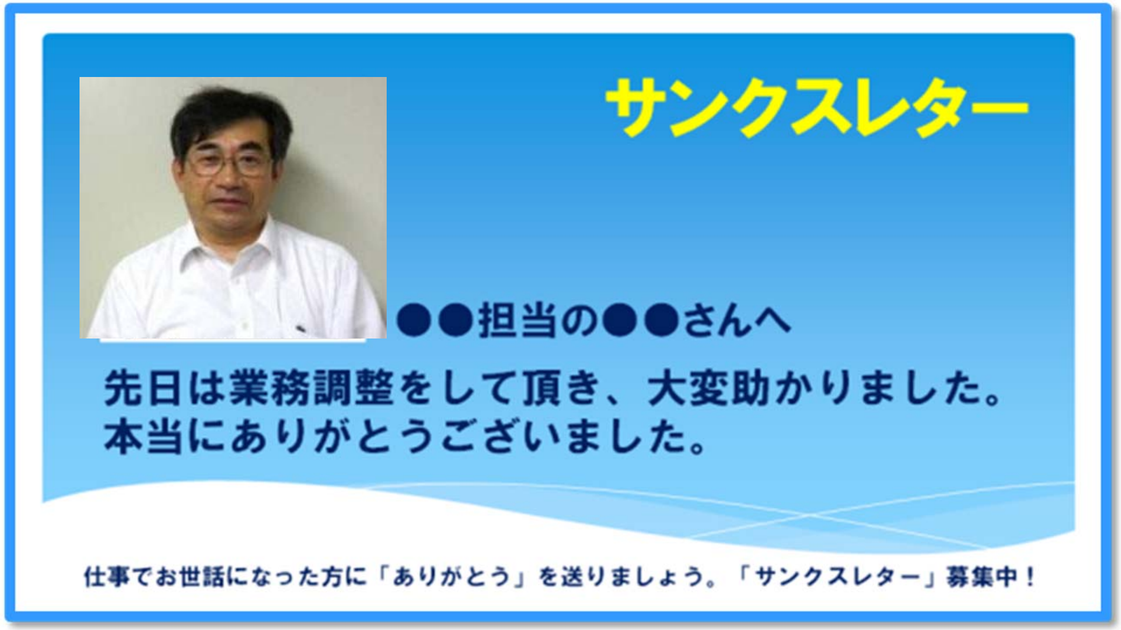
President introduction

- Beginning of the year, a talk about the end of the period from the president is broadcasted
- Beginning of every months, a message from the president is broadcasted in slide show

Effect: By broadcasting messages to employees regularly, the company can show its direction and plan to unify intentions

Contents Example

Thanks letter



サンクスレター

●●担当の●●さんへ

先日は業務調整をして頂き、大変助かりました。
本当にありがとうございました。

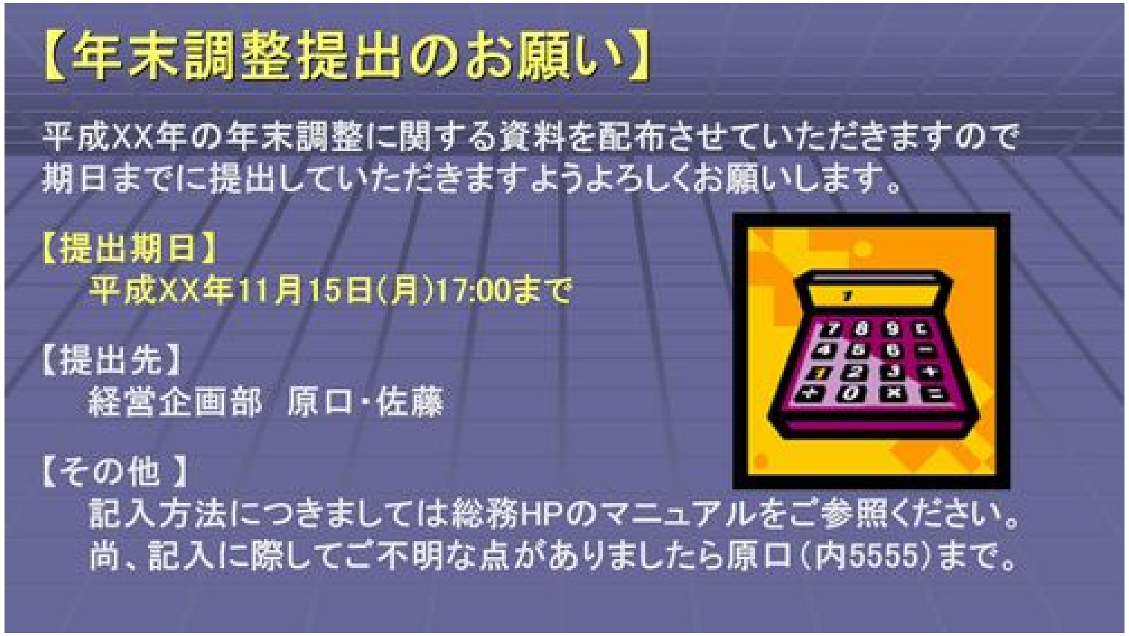
仕事でお世話になった方に「ありがとう」を送りましょう。「サンクスレター」募集中！

Introducing thanks letters or mails and those contents along with corresponding staffs

Effect: By introducing thanks letters from customers and the examples, the motivation of the person himself/herself and other relative staffs improves

Contents Example

Publicity issues from each department



【年末調整提出のお願い】

平成XX年の年末調整に関する資料を配布させていただきますので
期日までに提出していただきますようよろしくお願いします。

【提出期日】
平成XX年11月15日(月)17:00まで

【提出先】
経営企画部　原口・佐藤

【その他 】
記入方法につきましては総務HPのマニュアルをご参照ください。
尚、記入に際してご不明な点がありましたら原口(内5555)まで。

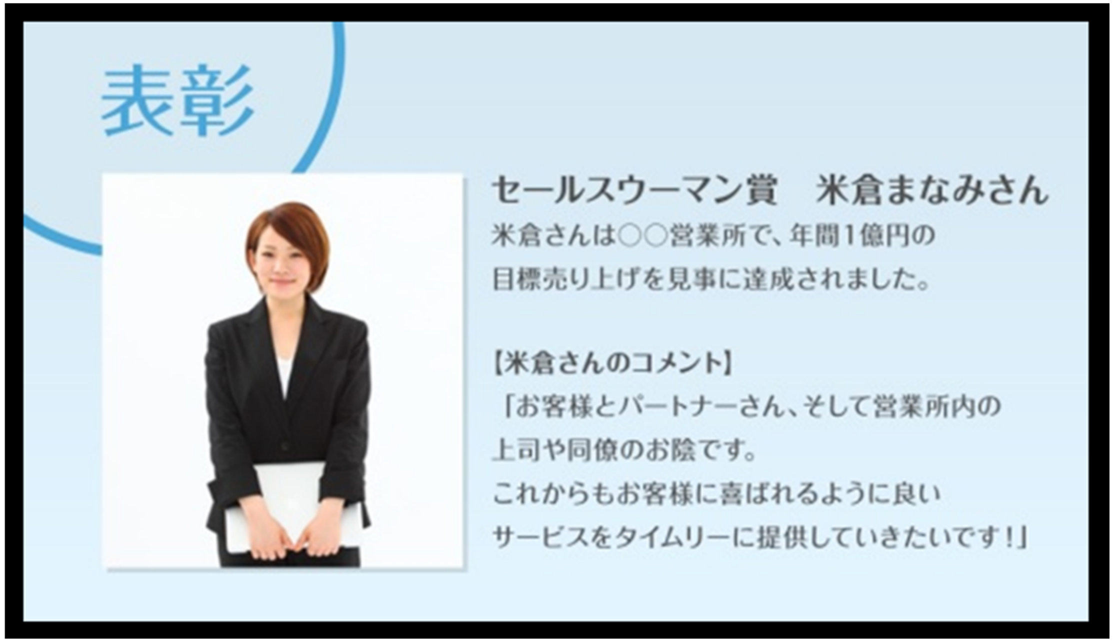
Publicity issues from each department and each task are distributed and displayed

Effect: Signage makes it possible for each department to send information easily to all the staffs or to certain department or branch

Hikari Signage

Contents Example

Sales Contest



表彰

セールスウーマン賞　米倉まなみさん

米倉さんは○○営業所で、年間1億円の
目標売り上げを見事に達成されました。

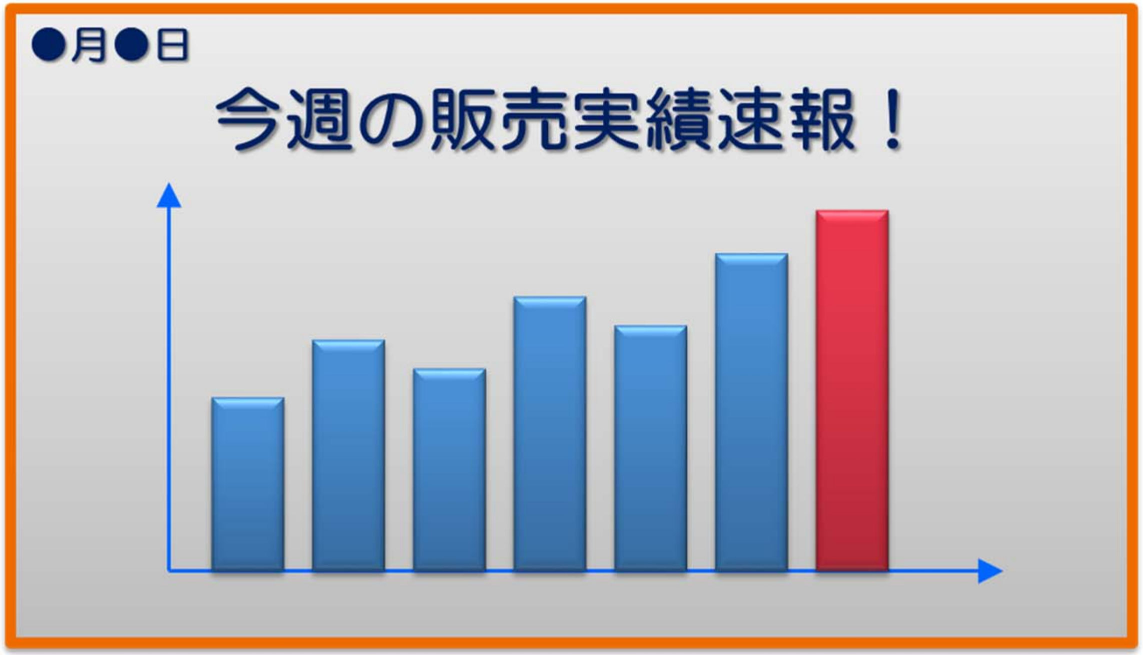
【米倉さんのコメント】
「お客様とパートナーさん、そして営業所内の
上司や同僚のお陰です。
これからもお客様に喜ばれるように良い
サービスをタイムリーに提供していきたいです！」

Broadcasting the progress and the result of the Sales Contest

Effect: By sharing the same purpose, employees feel a sense of unity. By evaluating the result, employees' motivation would be improved

Contents Example

Sales Bulletin



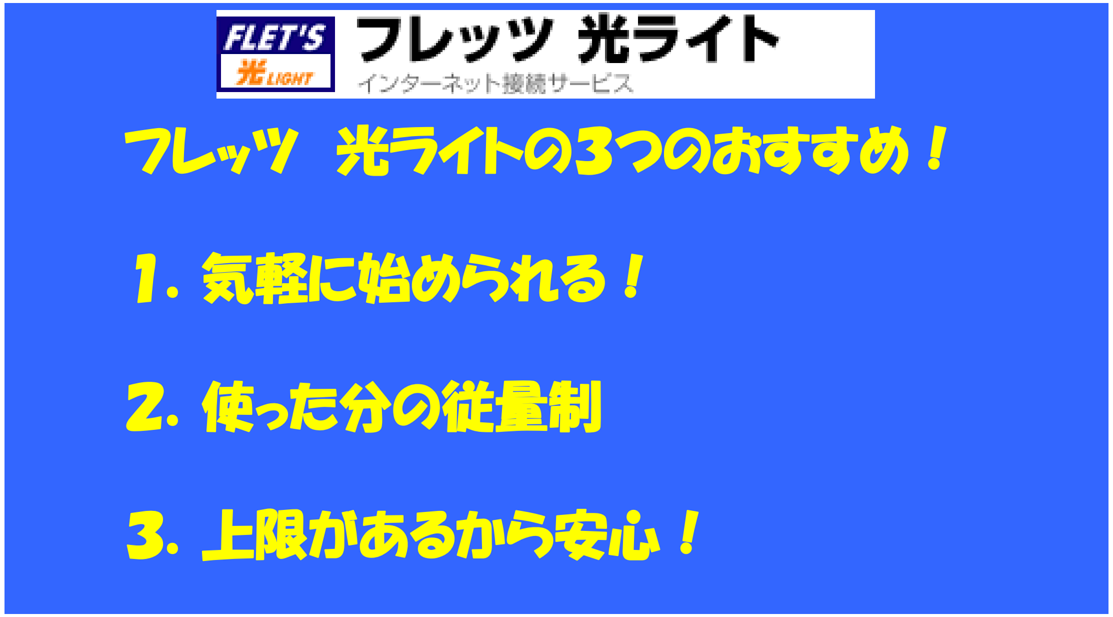
Broadcasting Sales Bulletin of the sales teams in each area

Effect: By arousing a spirit of competition, the company can plan to improve employees' motivation and have a business sense of unity(elation)

Hikari Signage

Contents Example

Sales point of new products


FLET'S 光 LIGHT

フレッツ 光ライト

インターネット接続サービス

フレッツ　光ライトの3つのおすすめ！

1. 気軽に始められる！

2. 使った分の従量制

3. 上限があるから安心！

Introducing differentiation points against competitor and sales points about new products and services in slide show

Effect: By providing more profound knowledge about products and services, employees' sales skill are leveled out and that lead to increase sales

Point of Operation

Not only showing the contents on and off, controlling the display time on the screen from the information type is important

Bear efficient use of spare moments from the work(clearance time) for information sharing in mind

Select the target and distribute only necessary information and maintain the habit of watching and credibility

Introduction example #1

NTT East Corporation Tokyo Branch

1. Purpose, Request

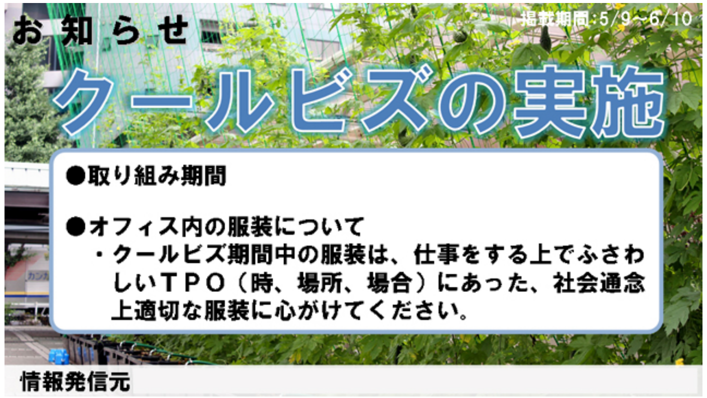
NTT East Corporation Tokyo Branch introduced 400 STB in each branch for Office Signage as an "Entrance of In-house Information". NTT East dispatched staffs in charge at 8 departments and operates signage centering planning division public relations staffs. Now information is distributed from each department and the signage system is actively used.

2. Contents

- In-house Information(Morning notice, New Product, Service, Welfare Information, etc)
- Message sharing from the board(President, etc)
- Emergency introduction to staffs
- Terrestrial digital broadcasting

3. Effect

The signage system is widely recognized and becomes essential as an information sharing tool. Now the running time is restricted(9:00-10:00, 12:00-13:00, 16:00-17:30) because of power-saving, and essential information is distributed including electric power consumption.



お知らせ

掲載期間:5/9～6/10

クールビズの実施

●取り組み期間

●オフィス内の服装について
・クールビズ期間中の服装は、仕事をする上でふさわしいＴＰＯ（時、場所、場合）にあった、社会通念上適切な服装に心がけてください。

情報発信元

Introduction example #2

NTT East Corporation B&O

1. Purpose, Request

Catching an opportunity of assembling B&O departments to Shinagawa Twins Bldg, NTT East introduced signage system for in-house information sharing. NTT East introduced 23pcs of 50inch Screens in offices and 9pcs of 42inch screens in refresh rooms. The system supports not only signage but also emergency terrestrial digital broadcasting and on-site broadcasting. NTT East is expecting the system to play an information sharing device roll.

2. Contents

- In-house Information created by PowerPoint
- Pre set contents such as News and Weather forecasting
- Emergency terrestrial digital broadcasting
- on-site broadcasting(In the future)

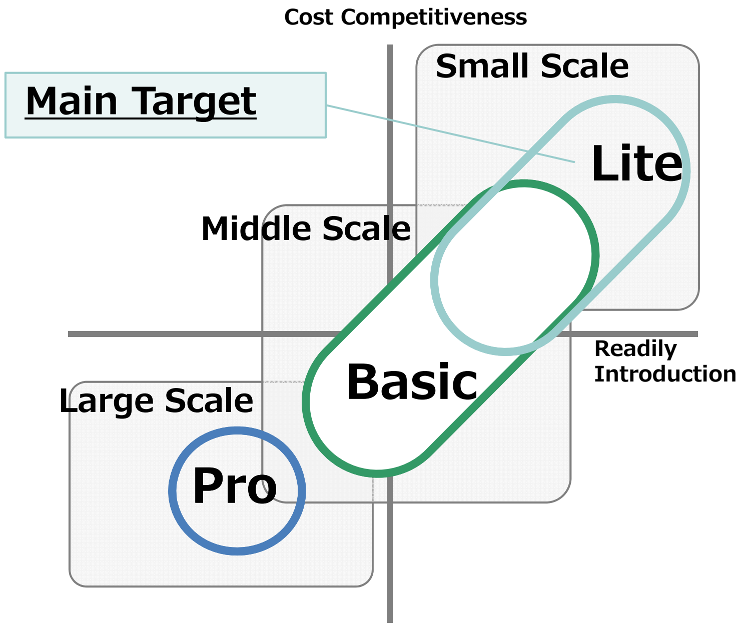
3. Effect

NTT East could enrich information sharing between the company and employees. Different from small screens like PC, the system uses large screens and that increases opportunities of catching employees' eyes.

HikariSignage's Lineups

We developed HikariSignage as follow. The SI for the large scale of business “Pro”, the SaaS for the middle scale of business “Basic”, the SaaS for the small scale of business “Lite”.

HikariSignage’s Lineups


Cost Competitiveness
Main Target
Small Scale
Lite
Middle Scale
Basic
Readily Introduction
Large Scale
Pro

Pro（SI）

Customizable SI type solution for large to middle scale of business

Lite （SaaS）

Simple SaaS type solution, easy to operate, for middle to small scale of business

Basic（SaaS）

Solution, easy to introduce, for large to small scale of business

Conclusion

Conventional Digital Signage was popular for information sharing toward outside like advertisement.

Henceforth, Digital Signage seems to be popular for information sharing toward inside especially in government and municipal offices and in private corporations.

Meanwhile, it is an important roll for Digital Signage Provider to provide easy introductive, easy operative information sharing tools.