Commercial Digital Signage Project Brief

Plan the display, content and update process together.

Your project

Business / site:

Location / preferred date:

Preparation checklist

- **Audience and purpose:** Reception, meeting space, retail or hospitality setting. What information should the screen communicate?
- **Display positions:** Proposed locations, viewing distance, lighting, mounting access and available power.
- **Canvas:** Screen count, portrait/landscape orientation, resolution and any existing display/player models.
- **Content:** Sample messages or layouts, branding, update frequency and who approves the information.
- **Connectivity and publishing:** Available network connection and the intended content-management arrangement. Note relevant subscriptions.
- **Delivery and handover:** Target date, publishing owner, sample-content checks and the support or maintenance you need.

Useful attachments

A site plan, relevant equipment list and suitable photographs can help. Keep passwords, access codes, payment details and confidential customer information out of the brief.

Next step

Contact LTG to discuss the project. This checklist helps prepare an enquiry; it does not book work or establish a quotation.

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