



**Peter Pietrzkiewicz**

Founder and CEO  
Concierge Plus

# Engaging Experiences with Digital Signage

Condominium managers are looking for new ways to connect with residents to deliver superior living experiences and are investing in digital technology to achieve that goal. One of these technologies that has begun modernizing the next generation of condominiums is the introduction of Resident Portals. These are software platforms with features designed to streamline and simplify communication for managers and residents by offering real-time building announcements and delivering engaging experiences when integrated with digital signage in the property.

Traditionally, digital signage has been used by advertisers in out-of-home environments to entice audiences, or used by exhibitors at events to create unique branding experiences. However, commu-

nities have begun to embrace digital signage to deliver contextual information such as building announcements, community messages, board meeting schedules, and other pertinent updates alongside advertising to keep residents informed.

Research conducted by PATTISON Onestop, the leader in digital out-of-home media in Canada and a leading provider of digital products in residential properties, found that 83% of condo residents living **without** a digital screen in their building believe it would be an effective way to receive information such as news, traffic, weather conditions and building announcements during dwell times that are common with living in a highrise building. Seventy-one percent of residents **with** a digital screen in their building were found to have taken second-

ary actions (searched online, spoken to others, etc.) after seeing advertised content displayed on a digital screen in their building. Of those surveyed, it was found that 97% of residents **with** a digital screen in their apartment or condominium believe the content shown on the screens is informative, relevant and comes from a trusted source to help them stay up to date.

So, what steps should residential communities take to begin creating these engaging experiences through the use of digital signage? It is important to understand that digital signage doesn't just refer to the screen itself but consists of several components that deliver superior experiences for residents:

- **Digital Displays** – To create engaging experiences, it is important to strategically place the large, high-reso-



Your Condo Community

**Scheduled Events:**

Homeowner's meeting - Sept 29 5pm

Community Meet & Greet - Sign up online

Picnic in the Park - Oct 8 2pm

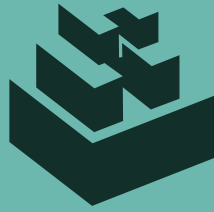


Condominium

Residential

Commercial

Rental



**Nadlan-Harris**  
Property Management Inc.

**An ACMO 2000 Company**



**We are a team of dedicated experts, specializing in professional property management of:**

- High-Rise/Low-Rise Condominiums
- Residential/Commercial/Industrial
- Town Home Condominiums
- New Condominium Development Consulting
- Customized Community Websites
- Shared Facilities

Proud members of:



500 Champagne Drive, Toronto, Ontario, M3J 2T9

**Tel: 416-915-9115 Ext. 25   Fax: 416-915-9114   Email: [info@nadlan-harris.com](mailto:info@nadlan-harris.com)**

**[www.nadlan-harris.com](http://www.nadlan-harris.com)**

lution screens in the heavy-traffic areas of condominiums such as the lobby, and within elevators to maximize the effectiveness of audience engagement during dwell times such as waiting for an elevator or spending time in common areas.

- **Content Management Systems (CMS)** – A Content Management System is an online platform for managing and scheduling messages to be displayed on the digital screens. Through the flexibility and customization of digital, property managers can sign in and access the program to add, edit and publish content in real time to be displayed across the digital screens in their building.

- **Emergency Override System (EOS)** – Offering the peace of mind and immediacy to alert residents during an emergency. An emergency override feature is an added tool that can be used to communicate alerts and direct residents to safety quickly and efficiently.

- **Resident Portals** – The content management system needs to be integrated with a resident portal to show important building announcements and specific information as it relates to the residents of the building. This could

include unit-specific messages, parcel notifications, and other communications that keep residents abreast of what is happening in their building.

- **Content** – Once you have the digital displays connected to your Content Management System and Resident Portal, you need to establish which content to display. With advertisements that cater to local businesses and building announcements that are relevant to the residents, digital signage becomes a versatile communication tool that provides relevant information and breaks the mold of traditional mass media.

Delivering content with contextual relevance is the highest form of currency when it comes to reaching audiences on the medium of digital media; it makes messages more impactful. Offering a digital screen within a residential property gives a modern upgrade to make residents feel more connected with their building while receiving an additional amenity for information and convenience. ■

**Peter Pietrzkiewicz** is Founder and CEO of Concierge Plus.  
conciergeplus.com

## BUILDING SCIENCES INC.

### CONSULTING ENGINEERS

#### SOLUTION TO ALL YOUR ENGINEERING NEEDS

We offer to our clients effective professional solutions in Structural, Civil, Mechanical and Electrical engineering, with a specific focus on Condominiums.

- Performance Audits, Reserve Fund Studies and Life Cycle Costing
- Professional advice on any stage of the Performance Audit process
- Building systems condition assessments
- Technical, facility and energy audits at any level of detail
- Investigations and troubleshooting
- Complete project management services
- Contract procurement for projects of any size
- Specifications, bidding documents and tendering services
- Recommissioning of building components and systems

For further information on our vast range of professional services contact:

**Nick Tassone**, President or  
**Dusko Vukosavljevic**, Senior Project Manager  
905.760.0869 or 1.888.2534.724 (1.888.BLDG.SCI)  
www.buildingsciencesinc.com



**Building Sciences Inc.**  
**Consulting Engineers**  
221 Rayette Road, Unit 1  
Concord, ON L4K 2G1



Find out why some of our clients are with us for more than 15 years



## Spectrum Building Services wishes you a **SUPER WINTER SEASON!**

**While you're keeping warm,  
count on Spectrum to:**

- Tidy up the common spaces
- Clean carpets to remove slush and salt
- Provide 24/7/365 emergency services (Flood • Fire • Mould)

**Let it snow!**

**Let it snow!**

**Let it snow!**



**416-967-4461**  
**SpectrumCo.ca**