

# Three Reasons Why You Need Smart Signage

Sharp has entered a new era in digital signage with the launch of 10 smart signage displays. So, why do businesses need smart signage? Here are three major benefits...



1



## Built-in SoC (System on Chip)

Signage content can be displayed right out of the box without the expense of a media player.

2



## Sharp Open Architecture Platform

Leading 3rd party software developers create custom solutions for retail, office and other environments.

3



## Enhanced Video Transmission

Content can take on new levels of depth and presence through a next generation, high-efficiency video codec.

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