



ADD VISION
DIGITAL SIGNAGE SOLUTIONS



ADD VISION SOLUTIONS GUIDE



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ABOUT US

Add Vision is a forward thinking digital signage company based in Glasgow, Scotland. We specialise in providing a complete digital signage solution to meet the needs of today's businesses and community organisations. Our philosophy is to be both innovative and reliable whilst offering a premium quality, customised service at an affordable price point.

We look to exceed the client expectations as we create a unique solution which helps their business to grow and stand out from the crowd.

Since forming; Add Vision has grown to service numerous clients across many industries including restaurants, retail, hospitality, sports stadia, education, health care and more.



WHO WE ARE

Add Vision is an expanding team of creative individuals; designers and developers working together to produce innovative and sought after digital signage solutions. The team is headed up by managing director Stuart Geddes.

Add Vision initially started as a successful photocopier/ office supplies company, but quickly evolved in to new technology markets. The company is constantly growing and is deeply involved in the digital signage industry; always looking to be at the forefront of new developments and ideas.





WHAT YOU GET WITH EVERY SERVICE...



Hardware & Installation

We provide the hardware to suit your specific needs. We will design and install your new Digital Signage setup at no extra cost.



Software Integration

We will set up your account on our cloud based Digital Signage Software. Manage your Digital Signage quickly and easily from anywhere in the world.



Content Design

Content included! We provide all content required for your new screens. Work with our design team to get the perfect content to represent your brand.



Training & Support

We will provide full training and on-going support. Learn how to use your Digital Signage Software or let us take care of everything for you!



DIGITAL POSTERS

- *Digital Posters can successfully be used by just about any business.*
- *These high grade, stylish LCD screens are affordable and easy to install.*
- *They are available in a huge variety of different styles and sizes.*
- *Digital screens are much more engaging than your typical static posters*
- *All content is designed by our in house design team and is included in the price.*





DIGITAL MENU SCREENS

- Perfect way for business' to increase sales.
- Can display dynamic content that can be updated quickly and easily.
- Promote your business on an automated running schedule.
- Animated content is shown to increase sales by up to 65%.
- All content is designed by our in-house design time at no extra cost.





TOUCH SCREENS

- *Fantastic way to take your signage to the next level and engage your audience!*
- *Display your website, product catalogue, the latest offers, way-finding information or use as a payment terminal.*
- *The touch screens come in many shapes and sizes and can be a viable solution for any business.*
- *Screens can be handheld, wall mounted or standalone kiosks and are available indoors and outdoors.*
- *Add Vision's touch screens also use the latest Projected Capacitive (PCAP) technology, allowing for up to 10 touch points on screen, providing the best user experience.*





HIGH BRIGHT WINDOW DISPLAYS

- *Add Vision's eye-catching window displays help you stand out from the crowd, even in the brightest direct sunlight!*
- *Raises customer attention, 80% more than static posters*
- *You can even schedule playlists for offers or times of the day/night and can change screen content in an instant.*
- *Digital Window displays are quick and easy to update, especially compared to traditional printed content like posters, and can actually save you money in the long term.*
- *Your content will always be up-to-date and relevant for your business.*





OUTDOOR LED

- *Outdoor LED can be up to 12 times brighter than a standard LCD display.*
- *Clearly visible to engage audience.*
- *Produces clear displays in harsh sunlight.*
- *Can be manufactured to any shape or size to suit the needs of the business.*
- *The displays can be free-standing or set up on a pole or used as a wall unit.*
- *It gives something to notice easily compared to overused posters and LCDs.*





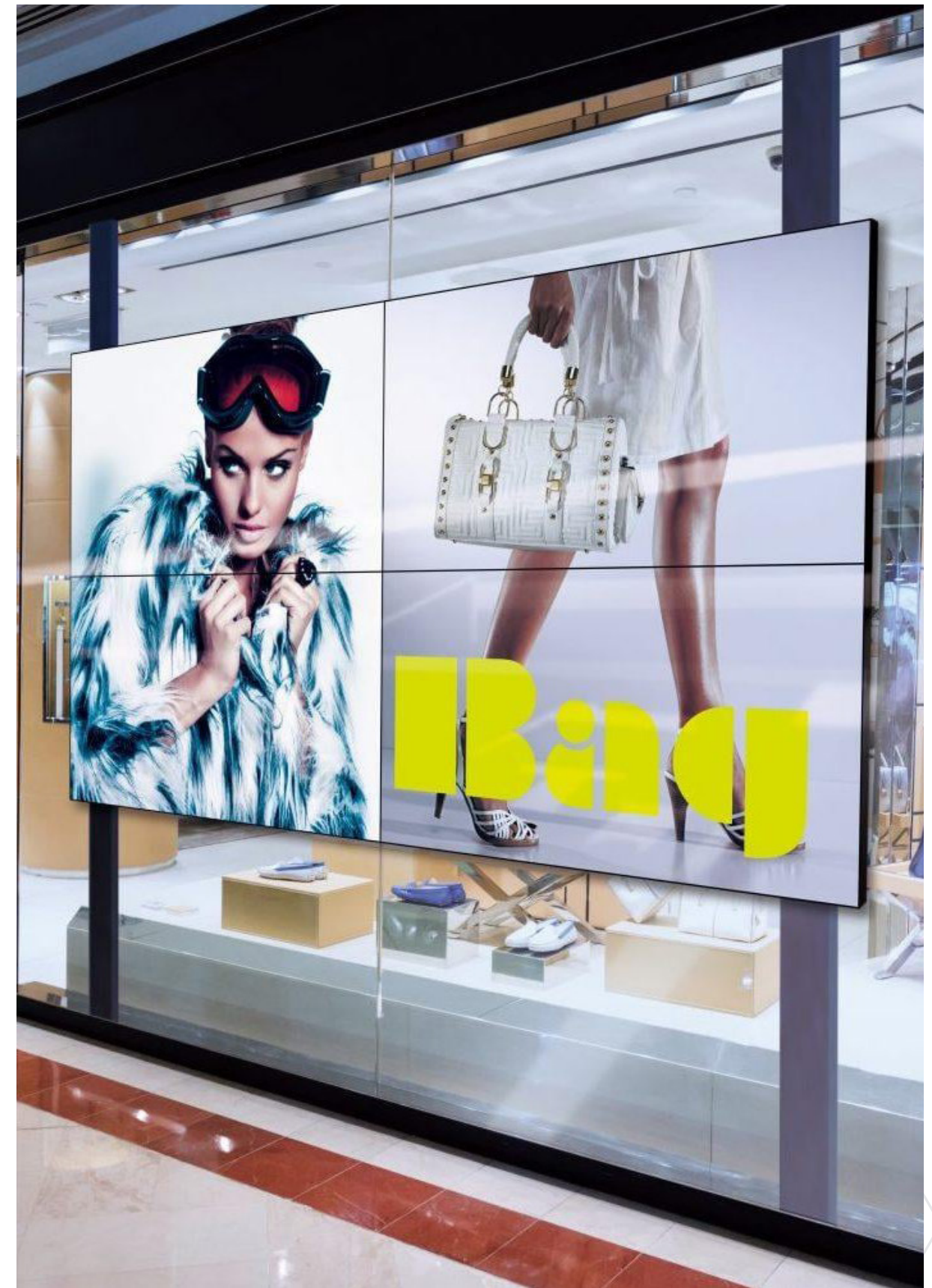
OUTDOOR LCD

- *The amount of data that outdoor advertising Digital Signage Display can store is very large.*
- *Its exquisite display can instantly attract the attention of customers.*
- *Comes with Sun Protection and operates well in harsh weather.*
- *Intelligent and Environmentally Friendly.*



VIDEO WALL

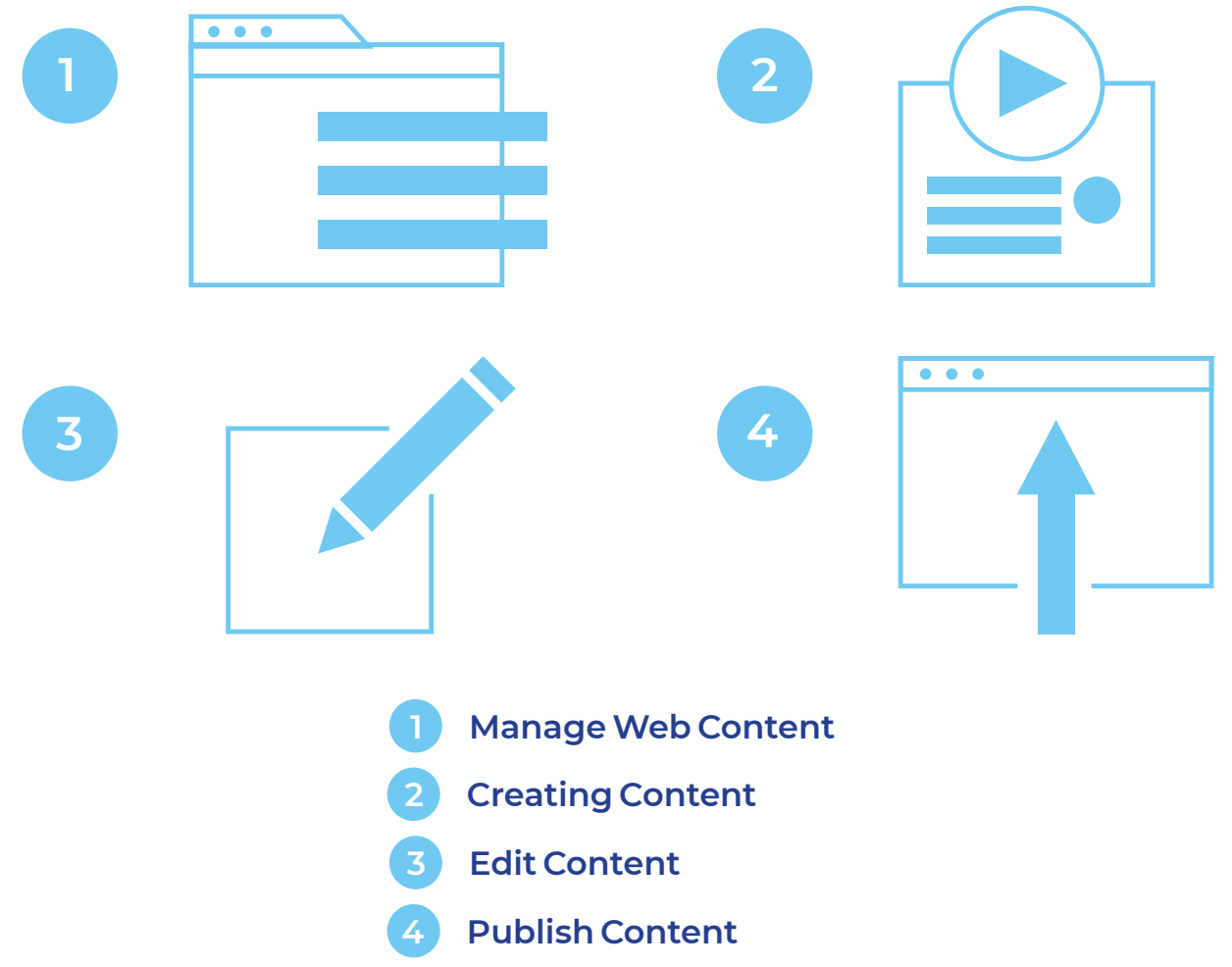
- *Fantastic way to take your signage to the next level and engage your audience!*
- *Helps business' to increase their sales.*
- *It can deliver performance, flexibility, and interactivity that simply isn't possible with more basic solutions.*
- *Much larger display area and far higher resolutions than a single display or projector.*
- *Most video walls can provide far more brightness and better contrast ratios than a front projector*
- *A video wall processor can capture signals in different resolutions and formats from a wide range of devices.*





CMS SOFTWARE

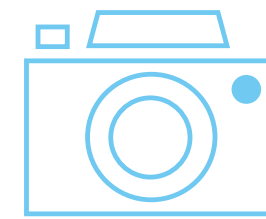
- We will set up your account on our cloud based Digital Signage Software. Manage your Digital Signage quickly and easily from anywhere in the world.
- User-friendliness.
- Quick deployment.
- Ease of maintenance, including updates.
- Cost-efficiency, especially with out-of the-box solutions, open source or freeware.
- Extendable functionality, through numerous plugins and extensions.
- SEO-friendly features.





PROFESSIONAL INSTALLATION

- *We provide the hardware to suit your specific needs. We will design and install your new Digital Signage setup at no extra cost.*
- *Add Vision employ a talented team of Installation engineers to successfully fit our wide range of digital screens.*



GRAPHIC DESIGN

- *Add Vision employs their own qualified Graphic Designer's to create professional looking content.*
- *Improve Employee Pride. Our designers are qualified and produce content quickly and reliably.*
- *Tasks are spread between the team to ensure deadlines dates are met.*
- *Full time employees.*



PHOTOGRAPHY & VIDEOGRAPHY

- *Show your business in it's best light with our photography package.*
- *Ability to capture professional outcomes.*
- *High Quality and appealing content.*
- *Full time employees.*





SOCIAL MEDIA MANAGEMENT

Add Vision also offer social media management to increase your growth, engagement.

**Without Advertising,
as few as 3% of all
Facebook page posts
are seen by your
followers.**

The purpose of **Social Media Management**, is to...

- **BRING IN NEW CLIENTS**
- **GROW YOUR BUSINESS**
- **INCREASE SALES**
- **TARGET BESPOKE DEMOGRAPHICS WANT**



Paid ads on Facebook & Instagram.

This is the core of our service. Whether you're looking to grow your audience, generate more sales of a product or service or get more leads for your business; we use Facebook ads to target your perfect customer and deliver results.

Organic Posting.

Daily organic posting to platforms of your choice! Perfect for those who don't have time to post every day. Let us get people engaging with your brand.

Real Engagement.

We provide authentic, natural engagement. We actively look to create and maintain new customer relationships, build your audience and engage in an organic way.

Specific Goals.

We look at what specific goals your company is looking to achieve and focus on those goals (without over-complicating things!)

Unrivalled Targeting.

Facebook has an enormous amount of information about their users - this allows us to target your perfect customer using interests, demographic, location, behaviour and more.

Continuous Improvement.

We are constantly testing new things and tweaking adverts, post content and hashtags to make sure we are reaching the right people and doing more of what is working for your business.





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