

CNET Networks – Dynamic Signage

Corporate messaging is becoming increasingly important in today's business world. CNET Networks was looking for a way to provide corporate messaging and communicate various types of information throughout the day to both employees and clients visiting their facility.

The solution was to outfit the lobby area with a ceiling mounted plasma screen. The plasma is connected to a computer in a separate room where CNET individuals can control screen content and switch between different data/video sources. This allows for quick changes of content to meet new situations as they arise throughout the day.

Use of the plasma screen provides for eye-catching dynamic information in a high traffic area. CNET Networks can present detailed information with high visual impact while reinforcing how investors, customers and employees perceive the company.

