

Digital Displays

DESIGN - BUILD - CUSTOM SOLUTIONS



Why DSA

At DSA, we understand your need to reach customers with an inviting, innovative experience. To support our customers in the retail, restaurant, healthcare, education, theme parks and transportation industries, we are committed to developing solutions that are the right balance of architectural design and customer engagement. We will continue to refine and enhance our solutions based on your feedback, value engineering implementations, and energy savings.



DESIGN

DSA Engineers design innovative, energy-saving solutions using the latest technology that withstand the harshest elements from hurricanes to vandalism. Our engineers deliver results connecting you with your customers.



BUILD

Our Fabricators focus on building quality products and provide tested reliability and performance combined with quality, fit, and finish. We meet industry certification requirements to ensure every product is built to last.



CUSTOM SOLUTIONS

We develop comprehensive custom solutions from needs assessment, concepting, prototyping through warehousing, distribution and installation.

Our Promise

We strive to exceed customer expectations for service, lead times, cost, and design solutions. Unparalleled standards since our inception in 1975, our value engineering and design processes center on continuous improvement. This pro-active operational philosophy assures that every product we manufacture incorporates unparalleled fabrication efficiencies focused on giving you tested reliability and performance. These high standards guarantee optimized product value at the leanest possible cost.



Digital Display Solutions

Digital Displays are one of the leading ways that enable businesses to easily standout, allowing them to showcase their products, services, and brand messaging. Digital displays are flexible, can adapt to most environments, and come in a wide variety of products to fit any application.

DSA continually invests in product and industry research to ensure we provide the most current, innovative, digital display solutions on the market. We offer a wide variety of products that will engage your customers including:

- Indoor Commercial Displays
- High Bright Displays
- Video Wall Displays
- Free Standing Kiosks
- Outdoor Digital Kiosks
- Media Players
- Mounts & Accessories



Benefits of Digital Signage

Digital Signage gives your business an edge over the competition, with infinite messaging possibilities.

- Digital Signage has a **recall rate of 83%***
- Offer a wider range of products and services with quick and nimble updates
- Content management can be single sourced or control an entire network of displays
- Digital displays capture **400% more views** than static displays*
- Point of Sale engagement with Artificial Intelligence integration
- Interact with customers by delivering awareness through infotainment
- **59%** of people who see Digital Signage **want to learn more** about the topic*
- Showcase your work to prospective clients
- Reduce print costs and resources
- Integrate with social media and other campaign messaging

* <https://www.visix.com/resources/blog/40-digital-signage-statistics-that-prove-it-works/>

Industry Solutions

We have provided display solutions across many industry verticals. As digital displays become more and more popular, our clients are turning to the innovative technology to enhance their brand and customer experience. Explore some of the industry solutions and applications we support:

- Advertising
 - Automotive
 - Directories and Way-Finding
 - Convenience Store
 - Education
 - Entertainment
 - Exhibit
 - Fashion
- Finance
 - Fitness & Nutrition
 - Healthcare
 - Museums, Art & Photography
 - Restaurant, QSR, & Food Service
 - Retail
 - Transportation



Way-Finding

A digital display used for way-finding brings an interactive experience to the user. Used in public areas, shopping centers, and transportation centers, digital displays combine way-finding with advertising and announcement services. Announce local events, offer ad space for sale, and provide up to date information for your community. Pair with a weather resistant digital enclosure for just about any application.



Restaurant

Enhance your customers' experience with dynamic digital menu systems for inside and drive thru executions. Digital menu's provide flexibility to quickly update products and pricing, highlight featured specials with visual graphics and animation, strategically place graphics throughout your establishment on pre-order panels, and improve the customer order taking process.

Retail

Digital displays are a versatile way for your retail store to stay up to date with the latest marketing technology. Using digital monitors by themselves, or together in a video wall, they create engagement opportunities through seasonal content, brand videos, and dynamic one-on-one interaction with the help of Artificial Intelligence.



Automotive

Dealerships, car washes and service centers all benefit with the addition of digital displays. From showroom displays highlighting video reels of vehicle performance, to service center screens offering maintenance tips, service packages and welcome greetings, automotive applications are plentiful. Car washes and independent repair facilities utilize digital displays in their drive thru menus, as well as communication screens improving customer loyalty.



Theme Parks

A digital display paired with DSA's Digital Enclosure make the perfect solution for way-finding and advertising in an outdoor environment. Theme parks across the country utilize these digital solutions to allow quick changes as schedules can be impacted by unforeseen events. Our digital outdoor solutions are weather proof against wind and moisture, and protect against overheating and freezing, allowing for continued operation during theme park operating hours.



Displays

It all starts with the right digital monitor. DSA understands the investment impact of good digital signage, which is why we only offer the best in commercial display solutions. We source proven technologies that will deliver lasting results. Each of our digital displays are commercial grade, provide the highest levels of brightness, contrast and resolution, and produce a high impact experience.

We offer a wide selection of digital displays. As a trusted partner, DSA will work with you to determine the best digital display for your specific needs.

- Commercial Grade Indoor and Outdoor High Bright
- Standard Sizes of 20" to 96"
- Portrait and Landscape
- LCD Panel with LED backlighting for High Contrast
- Up to 7,000 Nits Brightness



Display Mounts

Every monitor needs superb mounting hardware. DSA has a vast selection of commercial mounting solutions for your digital displays. From video walls to menu boards, we offer mounts that fit your environment, including fixed, tilt up or down, articulating, or ceiling mount. Our mounts are easy to install and exceed industry standards.

Frequently Asked Questions

The Basics

What is a commercial grade display?

Commercial grade displays are designed to be used up to 24 hours a day at peak performance without interruption. They have significantly higher brightness, contrast ratios, additional ventilation, fans and heat sensors that regulate temperature.

What is a nit? A nit is measurement of luminance, or the intensity of light. The higher the nit, the brighter the display.

How do I play digital content? In order to fully utilize a digital display, you will need to pair it with a digital media player. The player is the brains of the content that will be shown on your monitor.

Location Matters

Is there a difference between indoor and outdoor displays? Yes! Your monitors will need to vary depending on where you plan on using them. Inside monitors can be lower nits, while outside monitors will need to accommodate wider temperature ranges through ventilation, fans, heaters, and higher nits.

What if I want to mount my monitor inside a window? Although your monitor is technically inside, it is still subjected to outside brightness and reflections. We will evaluate your specific placement to provide you with the best monitor recommendation.

Do I need something special in a sun belt state? If you are located in a sunny state that has lots of bright ambient light, you may need a brighter monitor. If you'd like to see your monitor from outside a storefront, you may need to increase your brightness to 3500 nits. Contact us for a consultation to ensure you have the right brightness.

Video Walls

If you are looking for a high impact display, thinking outside the box with a large format will surely engage your customers. Our video walls can help bring your advertising and messaging to life with maximum impact. Each system is equipped with commercial grade displays, media player, wall mounts, and cables for a complete system installation.



Media Players

Media players offer the technology needed to show content, integrate artificial intelligence, and provide an interactive experience. If you are not sure if you require a media player, one of our digital experts will provide a consultation to ensure you have all the proper equipment to make a lasting impression on your customers.



Interactive Kiosks & Touch Screens

DSA digital kiosks deliver a powerful platform for your eye-catching, visual displays. They make information easily accessible and offer a self-service, interactive touchscreen solution. These displays range in size from 20" to 96". Kiosks are traditionally used for directories, information centers, product information, and self-service stand, such as vending, transportation check in, point of purchase.

As businesses delve into offering more self-service opportunities they start to see many benefits, including improved customer experience, new customer demographic acquisition, reduced cost, operational time savings, and more branding and advertising opportunities.

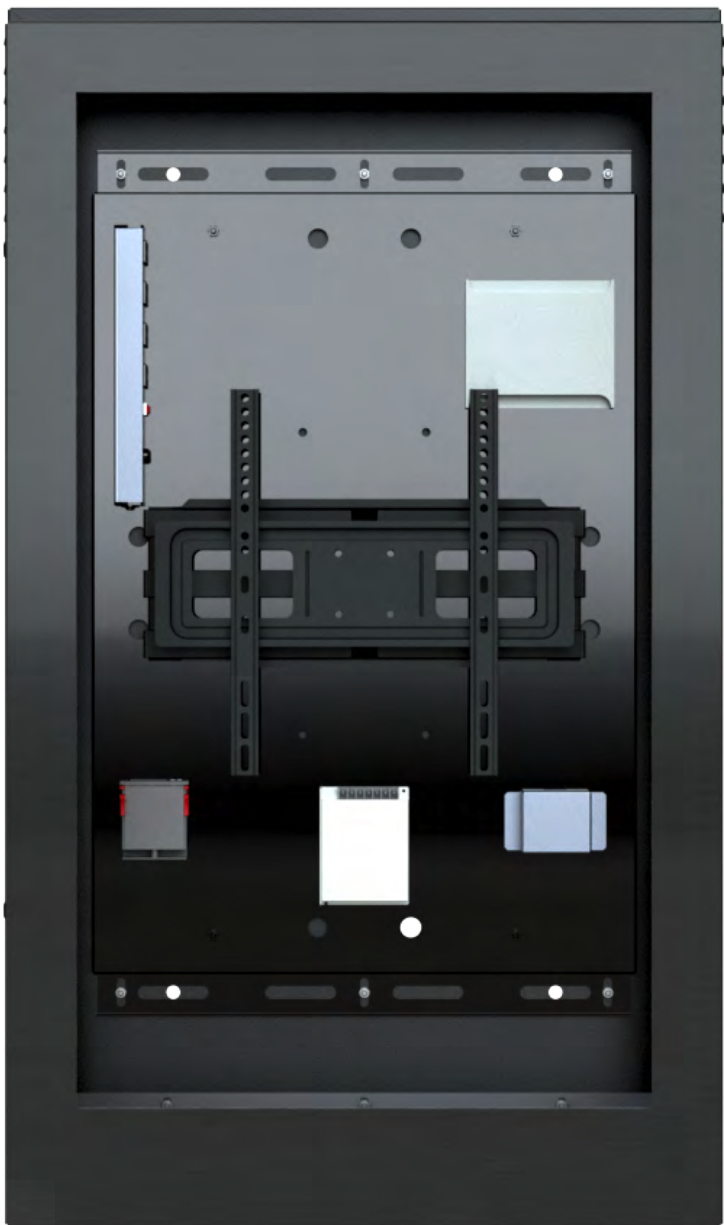


Digital Enclosure

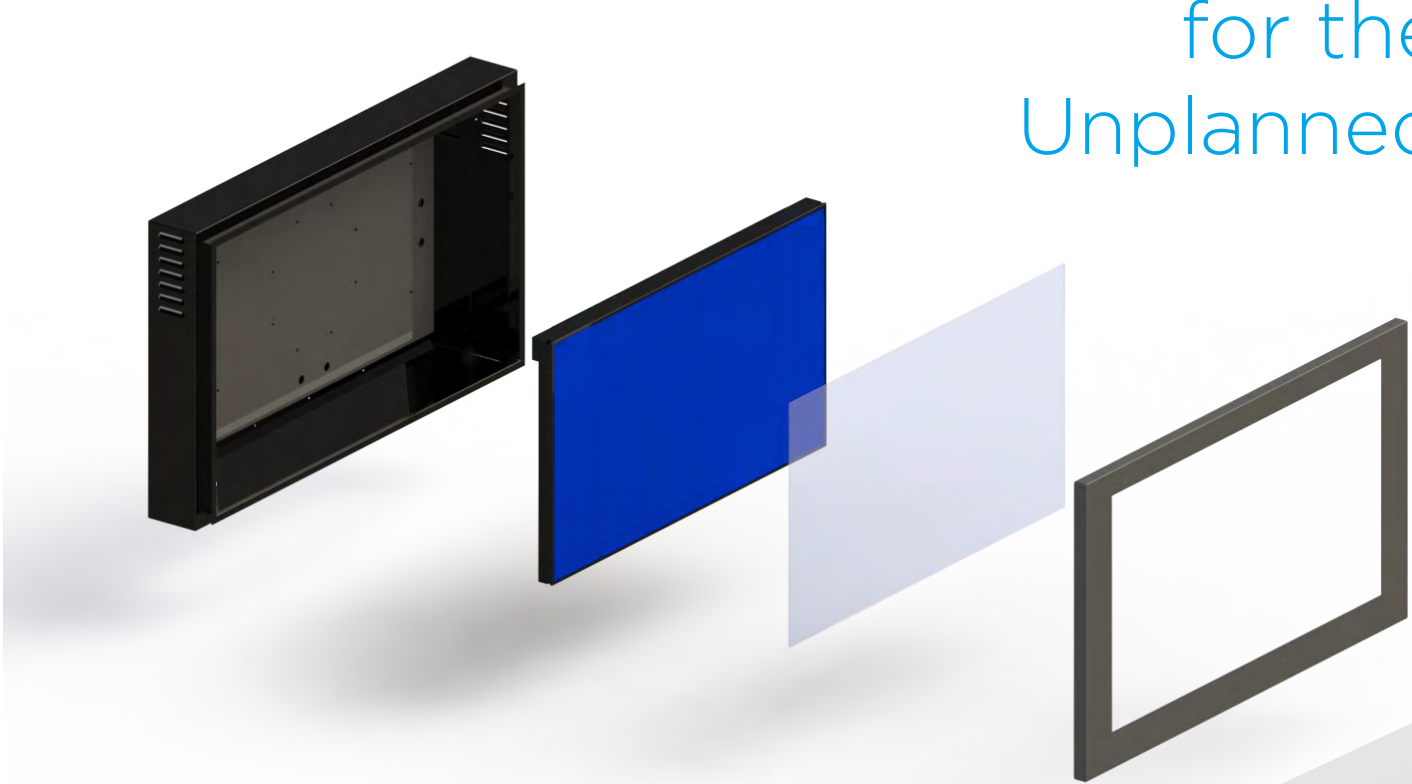
The Digital Enclosure offers stylistic protection for your outdoor monitor display needs. Our proprietary Passive Air Flow System keeps the monitor at the optimal operation temperature in any condition. Enhance your digital enclosure with optional custom color, internal heater, media player, camera, microphone, speaker, and pedestal base.

FEATURES

- Designed for all weather conditions
- 20°F to 125°F Rated Operating Temperature
- Proprietary Passive Air Flow System
- UL Recognized
- Acrylic lens to reduce glare and sun load
- Tempered glass available to deter vandalism
- Easy installation and maintenance
- 110° door opening for easy access
- IP 65 Rated to protect against water and dust



Designed
for the
Unplanned



Passive Air Flow System

Proprietary Passive Air Flow System creates the ideal internal temperature, which allows air to circulate throughout the enclosure. Air flow allows the display to remain an optimal temperature in most conditions.



Weather Resistant

Constructed to withstand the test of mother nature and time. Our Digital Enclosures are made from only the finest materials and meticulously crafted to protect against heat and cold extremes, and harsh weather.



Sun Load Protection

Acrylic lens not only protects your investment, it reduces glare and sun load. This critical layer allows the best customer experience. Add a tempered glass front to protect against vandalism.

Protect Your
Digital
Investment





Brightening your Brand

At DSA, we have been designing and manufacturing indoor and outdoor display solutions for more than 45 years, in our Southern Californian facility.

We are your one-stop shop for standard or highly-customized digital displays, built in-house to brighten your brand with the highest level of quality and durability.



DSA is certified as a Minority-Owned Business (MBE) by the National Minority Supplier Development Council



Our solutions meet UL safety standards.



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