

NOWSIGNAGE 

Welcome to NowSignage

Onboarding Pack

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A Personal Message from our CEO Nick Johnson

Welcome to NowSignage!

We're thrilled to have you join the global brands and industry leaders who trust us to power their digital signage networks. At NowSignage, our mission is simple: Powering Greatness.

We believe that digital signage should be effortless, powerful, and accessible to everyone, whether you're managing a single screen or an entire global network. That's why we've built an intuitive, feature-rich platform that puts you in complete control, with no hidden costs, no limitations, and no compromises.

This Welcome Pack is designed to help you get the most out of your NowSignage experience. Inside, you'll find training videos, guides, and best practices to ensure a smooth and successful start. And remember, you're never alone on this journey. Our unrivalled Customer Support resources are here to support you every step of the way.

We can't wait to see how you use NowSignage to bring your vision to life.

Welcome to a smarter, simpler way to power digital signage.

Best regards,

Nick Johnson, CEO & Co-Founder

Getting Started

The NowSignage content management system (CMS) is designed with our users at the heart of everything we do. Alongside our quick and easy to use CMS, we have created the Knowledgebase; a fantastic source of information containing helpful 'how to' guides on every aspect of our all inclusive platform, and the 4 Simple Steps of NowSignage tutorial video to get you up and running.

“Where do I start?” We hear you ask!

You are free to learn at your own pace and in your own way, ensuring you get the best out of the platform in the way that you want it.

The 'Watch and Learn' Method

Watch our ten-minute '4 Simple Steps' tutorial video which teaches you how to easily upload your images and videos, and create your playlists, schedules and screens.

We suggest logging in to your account whilst watching the video, allowing you to pause and complete each action as you follow along.

Log in [here](#).

Access the Training Video [here](#).

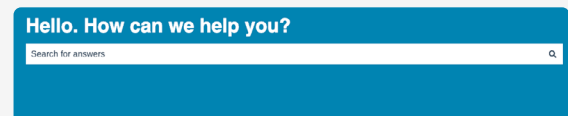


The 'Hands-On' Method

For those who prefer to dive in, go ahead and log into your account [here](#) and open the 'Support Centre' link from the bottom left corner to open the knowledge base.



Use the search bar to type any queries to find the corresponding 'how to' guide.



Here's three guides to get started:

- ▶ [How To Change Language](#)
- ▶ [How To Create A New Project](#)
- ▶ [Getting Started: 4 Simple Steps](#)

Best Practice Suggestions

Displaying content on your screens is just the start. NowSignage is leading the way in the digital signage industry, meaning there are many areas of the platform to explore, and features for you to utilise! To help you get the best out of your account, our Customer Success Team has put together a number of top tips and features for you to explore:

Getting Organised: Naming & Folders

Our Customer Success Team is here to help you be efficient and effective. Our number 1 recommendation is to think about your naming conventions.

You'll want to easily identify what piece of content you'd like to add to your playlist, and easily understand what's assigned to a screen, and where that screen is located.

Utilise both the screen name and location fields when creating screens, and use company-wide naming for consistency across the network.

Example Naming:

Name: Landscape Behind Counter Left

Location: Manchester City Centre 0314

Rename content to easily understand naming conventions, perhaps with version control (e.g. welcome_video_march25) and try to avoid duplicates.

Our 2nd recommendation is to utilise our folder capabilities throughout the platform.

As time goes by, you will be adding more images and videos to your content library and creating more playlists and schedules. Organising each area using folders to create your own structure will allow you to be efficient from day 1 and save time as your digital signage content grows! You can utilise folders (and sub folders) in the screen, schedules, playlists and content area.

Check your Assets: File Asset Guidance

You can upload an unlimited number of images and videos to your NowSignage content library.

Use our [File Asset Guidance](#) for information on supported file types and resolution advice.

NowSignage allows a maximum file size of 5GB per uploaded image/video.

Please be aware that file size can impact the time it takes for the content to first appear on your screen based on factors outside of NowSignage, such as the strength of your internet (download speeds), and the size of memory on the hardware being used (e.g. devices with smaller memory may require regular cache clears to avoid storage becoming full, preventing content updates).

Best Practice Suggestions

Content Efficiency: Targeted Tags

Do you have multiple screens which require individual content displayed on a screen by screen basis? If so, the NowSignage Tag Manager is ideal for you!

Purpose built to help our users easily and quickly manage large volumes of content and screens, Targeted Tags allow you to control all screens within a single playlist using 'tags' to define content per screen or group of screens. Often used for location-specific content or marketing groups.

Read our Targeted Tags guide [here](#).

Working Together: User Roles

NowSignage supports digital signage networks of all sizes, with accounts varying from 1 screen to 50,000+, we understand the importance of flexible user roles and have a number of defined user roles for you to choose from. It's important that the right people have the right access, whether that's Marketing, IT, Designer or other, you can also create your own bespoke roles based on your company requirements.

Read our Roles and Permissions guide [here](#).



Network Speeds & Firewalls

Great digital signage relies on three main factors; the right hardware (screens), the right software (NowSignage) and the right internet connection/network.

Whilst NowSignage continues to play your content when an internet connection is lost (see the next point about 'offline screens'), a stable network connection is imperative to keep your content up to date, when utilising more advanced features, or performing any real time actions such as live streaming or announcements.

Typically, NowSignage recommends a minimum network speed of 5mbps per device for basic usage and a higher speed for more advanced. Due to the nature of WiFi, we also recommend a cabled connection where possible. For more information on our network and firewall rules, please refer to our document [here](#).



Offline Screen Notifications

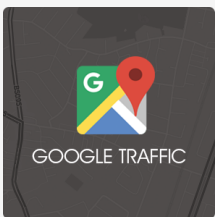
Understanding the health of your digital signage screens is essential to ensuring your content is up to date and achieving your business goals across your estate.

An 'offline' screen can mean that your screen has lost internet connection and cannot receive the latest content updates, or it could mean the screen is off and there is a potential problem with the screen itself or perhaps the power connection. Read more on screen statuses [here](#).

To proactively monitor your digital screens, we recommend using our offline screen notification feature. You can create notification groups based on set days and times. Decide when (after 60 minutes), how often (daily reminder) and finally, who should receive the notifications, creating your own monitoring system to ensure you're getting the most out of your screens at all times.

Apps: Enhanced Features

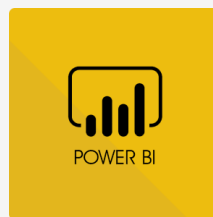
The NowSignage platform comes equipped with a suite of apps that are ready to use, making it easy to enhance your digital signage with minimal setup. Below is a list of apps designed to add functionality and flexibility to any screen network, allowing users to display dynamic content, and tailor experiences to specific audiences.



Google Traffic

Display live Google Maps to keep staff informed about local traffic and congestion in real-time.

[Set up guide](#)



Power BI

Securely access your Power BI dashboards and reports directly on screen.

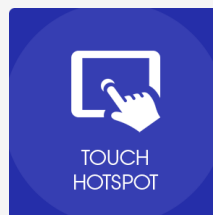
[Set up guide](#)



Notification Centre

Receive instant email alerts when any screen goes offline.

[Set up guide](#)



Touch Hotspots

Transform your screens into interactive experiences, allowing users to browse web pages with a tap.

[Set up guide](#)



Trigger Content

Define trigger groups, commands, and rules that instantly override scheduled playlists on selected screens.

[Set up guide](#)



Weather Widget

Allow your audience to plan their day, keeping them informed on local weather forecasts.

[Set up guide](#)



Nexmosphere

Integrate with Nexmosphere sensors to trigger content based on real-world interactions.

[Set up guide](#)



Quividi




Trigger and tailor on-screen content in real-time using audience analytics from Quividi.

[Set up guide](#)

Support & Continuous Enhancements

You can find self-help guides on each area and feature within the NowSignage Support Portal by using the search bar or our interactive chat bot! We also recognise that you may need a little more help from time-to-time, or trouble-shooting assistance and we have a fantastic Support Team available to guide you!

Here's a recap on how to get help if you need it:

<p>Knowledgebase</p> <p>Instructions and resources to help users use the system quickly and easily.</p>  <p>Knowledgebase</p>	<p>Interactive Chat Bot</p> <p>Click on the bot at the bottom right when you open the Support Portal.</p>  <p>Support Portal</p>	<p>Support Tickets</p> <p>Use our Support Form to raise a ticket and contact our Support Team.</p>  <p>Support Form</p>
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End-User Support (Standard Operating Hours: UK (GMT): Monday-Friday 08:00 - 18:00

	Issue	Initial Response	Status Update	Resolution
P1 - Critical User Impact	Users are unable to log in or use essential functions of the platform	< 1 hour	< 8 hours	< 24 hours, but dependent on issue complexity.
P2 - High Impact	Key features are not working correctly but a workaround exists	< 4 hours	< 12 hours	< 24 hours, but dependent on issue complexity
P3 - Medium Impact	Minor issues affecting usability, but functionality remains intact	< 1 business day	< 3 business days	If Applicable
P4 - Low Impact	Cosmetic issues or general inquiries	< 2 business days	< 5 business days (Dependent on business priority)	If Applicable



Our award-winning CMS is also continuously updated and enhancements to ensure we're the best in the business. You can stay informed on all our latest improvements and additional features with our in-platform notification centre, just **watch out for that bell ringing!**

End User Case Studies & Testimonials

Our case studies highlight real-world success stories, showcasing how brands like Footasylum and Wingstop have leveraged NowSignage to enhance customer engagement, streamline content management, and modernise businesses.



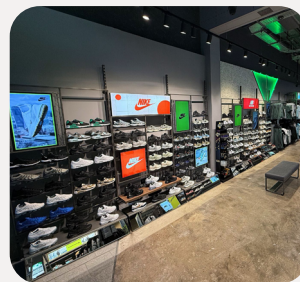
Wingstop's largest-ever restaurant in Westfield Stratford City leverages NowSignage's dynamic digital signage and synced AV systems to create an immersive, tech-driven dining experience for a Gen-Z audience.



[Read more](#)



Footasylum's Oxford Street flagship harnesses over 50 digital displays, including a UK-first floating LED cube, creating a bold, digitally immersive shopping experience that elevates retail in-store engagement.



[Read more](#)

"The platform is easy for a non-technical person to manage and gives us great control over what and when we display content on our screens."



"Digital signage was the perfect tool to broadcast our live metrics and targets to our employees across the globe. We are delighted with the result."

ROBERT WALTERS

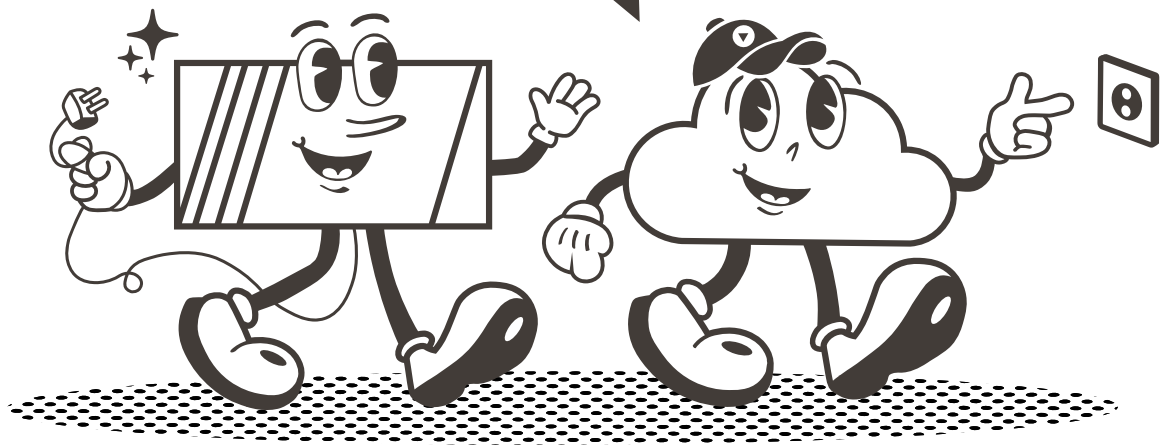
"The CMS had to be effortlessly simple to use, but packed full of industry leading features. NowSignage's approach is both refreshing and unique."



If you're interested in featuring your business in a case study, get in touch with our Customer Success Team by emailing cs@nowsignage.com!

Let your Journey Begin!

WELCOME ABOARD!



BRING YOUR SCREENS TO LIFE

You're now ready to experience the power of NowSignage!

Refer back to the resources in this pack whenever you may need them and we look forward to seeing your content come to life across your digital displays!

[Log in here](#)