Digital Signage Systems

Section 1: (视频及照片） 另加 **1** 个产品视频 **+10-15** 张产品照片/产品场景照片	**Smart Digital Signage Systems** **LCD / LED Displays Integrated with Traditional Signage Structures** Smart digital signage combines dynamic LCD or LED display technology with the structure, durability, and installation logic of traditional signage. It is not just a screen, but an engineered signage product that integrates display modules, custom metal enclosures, structural support, wiring, ventilation, service access, surface finishes, and mounting details. By connecting updateable digital content with architectural signage structures, smart signage helps commercial and public spaces deliver advertising, directory information, parking guidance, wayfinding, and public messages in a clearer and more flexible way. DIKA SIGN® turns LCD and LED display modules into stable, refined, serviceable, and project-ready intelligent signage systems for real project use. **Applications** • Shopping mall advertising displays • Smart digital directory signs • Office lobby information screens • Hotel and commercial space digital signage • Parking guidance / vacancy display screens • Transit hub and public building information signage

Key Advantages

图标+ **Smart Content, Higher Commercial Value** Update ads, tenant	图标+ **Safe & Aesthetic Metal Enclosure** Display modules, metal housing,	图标+ **Stable & Serviceable** Ventilation, service access, wiring paths, and

information, parking data, and wayfinding content without replacing the sign body.	wiring, ventilation, service access, and mounting details are integrated into one safe, refined, and visually clean system.	mounting structures are planned for long-term use.

Project Challenges & DIKA SIGN ® Solutions

Product Challenge 01

Digital Screens and Signage Structures Are Not Integrated

Digital signage projects often fail when the screen module, metal enclosure, electrical layout, and mounting interface are designed separately.

✘ Screen opening and enclosure size do not match accurately
✘ Wiring, ventilation, and mounting details are not planned early
✘ On-site modification affects appearance, safety, and delivery time



DIKA SIGN® Solution

✓ Enclosure drawings matched to the selected LCD or LED module
✓ Internal brackets, wiring paths, ventilation, and service access planned before production
✓ Mounting interface, cable exits, grounding, and installation details integrated into one design

Solution Value

✓ Lower coordination risk between screen, shell, and installation
✓ Cleaner appearance after assembly
✓ Fewer on-site changes and safer project delivery

Product Challenge 02

Heat, Finish Failure & Ingress Affect Long-Term Stability

Smart signage systems operate for long hours. Poor enclosure design can cause heat buildup, coating deterioration, dust or insect ingress, and higher maintenance costs.

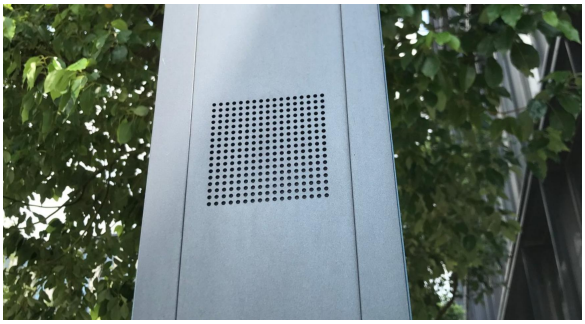
✘ Poor heat dissipation may cause black screen, brightness decay, or electronic failure
✘ Low-quality surface finishes may peel, fade, or corrode over time
✘ Dust, moisture, or insects may enter through

DIKA SIGN® Solution

✓ Ventilation and heat dissipation are planned according to screen size and power load
✓ Durable metal finishes help resist peeling, fading, corrosion, and daily wear
✓ Protected vents, sealed cable exits, drainage details, and insect-proof design can be added when required

Solution Value

✓ More stable long-term operation
✓ Cleaner appearance after years of use
✓ Lower maintenance risk in commercial,

poorly protected vents and openings 	parking, and public-space environments

Product Challenge 03 **Poor Readability Reduces Smart Signage Value** A smart display still needs the right brightness, viewing distance, content layout, and enclosure design to create real value. ✘ LCD screens may suffer from glare, reflection, or low readability ✘ LED displays may be too bright, too coarse, or unsuitable for viewing distance ✘ The display body may not match the architectural environment 	**DIKA SIGN® Solution** ✓ LCD brightness, orientation, cover glass, and screen height matched to the application scene ✓ LED pixel pitch, brightness, viewing angle, and display size selected by viewing distance ✓ Housing proportion, display window, logo area, and finish refined for better visual integration **Solution Value** ✓ Clearer advertising, directory, parking, and wayfinding information ✓ Better user flow in malls, offices, hotels, parking areas, and public spaces ✓ Stronger brand presentation and higher commercial value

Smart Digital Signage System Types

Type	Display Technology	Main Function	Typical Location
Smart LCD Advertising Displays	LCD screen	Ads, promotions, brand media, video content	Shopping malls, retail areas, hotels, commercial complexes
Smart Digital Directory Displays	LCD screen / optional touch screen	Floor directory, tenant guide, map, public information	Office lobbies, malls, hospitals, campuses, public buildings
LED Parking & Wayfinding Signs	LED module display	Parking vacancy, arrows, route guidance, distance-view information	Parking entrances, ramps, ceilings, transit hubs, public facilities

LCD vs. LED: Which Display Fits Your Smart Signage Project?

Requirement	LCD Display	LED Display
Best For	High-resolution images, videos, directories, maps	Numbers, arrows, guidance, large text
Viewing Distance	Close to medium distance	Medium to long distance
Typical Use	Advertising, tenant guide, public information	Parking guidance, wayfinding, vacancy display
Main Advantage	Rich visual content	High visibility and fast recognition

Why Choose DIKA SIGN ®?

图标+ **Integrated Smart Signage** Display, enclosure, wiring, ventilation, service access, and mounting are integrated into one project-ready smart signage system. **Smart Digital Signage Systems**	图标+ **Project-Ready Manufacturing** From engineering to packaging, every detail is built for smoother project delivery. **See How We Deliver Projects**	图标+ **30 Years of Signage Expertise** Three decades of experience help reduce rework, risk, and production uncertainty. **About DIKA SIGN ®**	图标+ **OEM / ODM Partner Only** We support sign companies and design firms without competing for end clients. **Partner WithDIKA SIGN ®**

第 7 部分: FAQ（5-7 条）

1. What is a smart digital signage system?

A smart digital signage system combines LCD or LED display modules with traditional signage structures, custom metal enclosures, wiring, ventilation, service access, and installation details. It is used for advertising, directories, parking guidance, wayfinding, and public information display.

2. How does smart signage differ from traditional signage?

Traditional signage mainly displays fixed information. Smart signage allows content such as ads, tenant lists, parking data, directions, and public messages to be updated digitally while still keeping the structure, durability, and visual quality of a built signage product.

3. What is the difference between LCD and LED digital signs?

LCD displays are better for high-resolution images, videos, directories, and close-view content. LED displays are better for parking guidance, arrows, numbers, and long-distance visibility.

4. Can DIKA SIGN® provide the screen and the metal enclosure together?

Yes. DIKA SIGN® can support integrated smart signage projects based on the required screen specification, enclosure design, installation method, and project scope. We can also fabricate the metal enclosure according to customer-supplied LCD or LED modules.

5. Can these digital signs be used outdoors?

Yes, but outdoor use requires the correct screen brightness, weather-resistant enclosure, ventilation, sealing, drainage, and electrical protection. The final design should be confirmed according to the installation environment.

6. Can the enclosure be customized to match our brand or project design?

Yes. The metal housing can be customized in size, shape, color, finish, logo position, screen opening, base structure, and mounting method to match the architectural and brand design.

7. What information is needed for a smart signage project?

We usually need screen size, LCD or LED module specifications, indoor or outdoor use, installation method, overall dimensions, metal enclosure finish, electrical standard, quantity, project drawings, and any CMS, media player, touch screen, or parking data interface requirements.

智能数字标识系统

第 1 部分：	智能数字标识系统 **LCD / LED 显示屏与传统标识结构集成方案** 智能数字标识将动态 LCD 或 LED 显示技术，与传统标识的结构、耐久性和安装逻辑结合起来。它不是单一屏幕，而是将显示模块、定制金属外壳、结构支撑、布线、通风、检修通道、表面工艺和安装细节整合为一体的工程化标识产品。 通过将可更新的数字内容与建筑化标识结构结合，智能标识可在商业与公共空间中，更清晰、灵活地呈现广告、目录信息、停车引导、路线导视和公共信息。 DIKA SIGN®将 LCD 和 LED 显示模块转化为稳定、精致、易维护、可交付的智能标识系统，适用于真实项目落地。 **应用场景** • 商场广告展示屏 • 智能数字索引牌 • 办公楼大堂信息屏 • 酒店及商业空间数字标识 • 停车引导屏 / 空位显示屏 • 交通枢纽与公共建筑信息标识

关键优势

图标+ **智能内容，更高商业价值** 无需更换标识主体，即可更新广告、租户信息、停车数据和导视内容。	图标+ **安全美观的金属外壳** 显示模块、金属壳体、布线、通风、检修和安装细节整合为安全、精致、视觉干净的系统。	图标+ **稳定运行，便于维护** 通风、检修通道、布线路径和安装结构统一规划，支持长期使用。

项目挑战与 DIKA SIGN® 解决方案

产品挑战 01

数字屏幕与标识结构未集成

当显示模块、金属外壳、电气布局和安装接口分开设计时，数字标识项目容易出现问题。

✘ 屏幕开口与外壳尺寸不匹配
✘ 布线、通风和安装细节未提前规划
✘ 现场修改影响外观、安全和交付时间



DIKA SIGN® 解决方案

✓ 外壳图纸与所选 LCD 或 LED 模块匹配
✓ 生产前规划内部支架、布线路径、通风和检修通道
✓ 将安装接口、电缆出口、接地和安装细节整合到同一设计中

解决方案价值

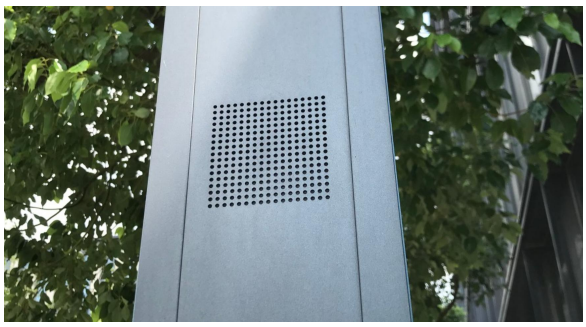
✓ 降低屏幕、外壳与安装之间的协调风险
✓ 组装后外观更整洁
✓ 减少现场变更，交付更安全

产品挑战 02

散热、表面失效与异物进入影响长期稳定性

智能标识系统需要长时间运行。外壳设计不佳可能导致热量积聚、涂层老化、灰尘或蚊虫进入，并增加维护成本。

✘ 散热不良可能导致黑屏、亮度衰减或电子故障
✘ 表面工艺不稳定，长期使用后可能脱漆、褪色或腐蚀
✘ 灰尘、湿气或蚊虫可能从防护不足的通风口和开口进入



DIKA SIGN® 解决方案

✓ 根据屏幕尺寸和功率负载规划通风与散热
✓ 耐久金属表面处理有助于抵抗脱漆、褪色、腐蚀和日常磨损
✓ 可按需增加防护通风口、密封线孔、排水结构和防虫设计

解决方案价值

✓ 长期运行更稳定
✓ 多年使用后外观更整洁
✓ 降低商业、停车及公共空间的维护风险

产品挑战 03

可读性不足会降低智能标识价值

智能显示要真正产生价值，仍需匹配亮度、视距、内容布局和外壳设计。

✘ LCD 屏幕可能出现眩光、反射或可读性不足
✘ LED 屏幕可能过亮、颗粒感过强或不适合观看距离
✘ 显示主体可能与建筑环境不协调



DIKA SIGN® 解决方案

✓ 根据应用场景匹配 LCD 亮度、方向、盖板玻璃和屏幕高度
✓ 根据观看距离选择 LED 像素间距、亮度、视角和显示尺寸
✓ 优化壳体比例、显示窗口、LOGO 区域和表面工艺，提升视觉融合度

解决方案价值

✓ 广告、目录、停车和导视信息更清晰
✓ 改善商场、办公楼、酒店、停车场和公共空间的人流引导
✓ 提升品牌呈现和商业价值

智能数字标识系统类型

类型	显示技术	主要功能	典型位置
智能 LCD 广告显示屏	LCD 屏	广告、促销、品牌媒体、视频内容	商场、零售区、酒店、商业综合体
智能数字索引牌	LCD 屏 / 可选触摸屏	楼层索引、租户导览、地图、公共信息	办公大堂、商场、医院、校园、公共建筑
LED 停车与导视标识	LED 模块屏	车位空缺、箭头、路线引导、远距离信息	停车入口、坡道、天花吊装区、交通枢纽、公共设施

LCD vs. LED：哪种显示方式更适合您的智能标识项目？

需求	LCD 显示	LED 显示
更适合	高清图片、视频、目录、地图	数字、箭头、导向、大字信息
观看距离	近距离至中距离	中距离至远距离
典型用途	广告、租户导览、公共信息	停车引导、路线导视、车位显示

需求	LCD 显示	LED 显示
主要优势	丰富的视觉内容	高可见性，识别更快

为什么选择 DIKA SIGN®？

图标+ **集成式智能标识** 显示模块、外壳、布线、通风、检修和安装接口整合为一套可交付的智能标识系统。 **智能数字标识系统**	**图标+** **项目就绪型制造** 从工程深化到包装交付，每个细节都服务于更顺畅的项目落地。 **查看我们的项目交付流程**	**图标+** **30 年标识专业经验** 三十年标识经验有助于减少返工、风险和生产不确定性。 **关于 DIKA SIGN®**	**图标+** **仅限 OEM / ODM 合作伙伴** 我们支持标识公司和设计机构，不与终端客户竞争。 **与 DIKA SIGN® 合作**

第 7 部分: FAQ（5-7 条）

1. 什么是智能数字标识系统？

智能数字标识系统将 LCD 或 LED 显示模块与传统标识结构、定制金属外壳、布线、通风、检修通道和安装细节结合在一起，适用于广告展示、目录索引、停车引导、路线导视和公共信息发布。

2. 智能标识与传统标识有什么区别？

传统标识主要展示固定信息。智能标识可以数字化更新广告、租户列表、停车数据、方向指引和公共信息，同时保留工程化标识产品的结构、耐久性和视觉品质。

3. LCD 数字标识和 LED 数字标识有什么区别？

LCD 显示更适合高清图片、视频、目录和近距离观看内容。LED 显示更适合停车引导、箭头、数字和远距离识别。

4. DIKA SIGN®能否同时提供屏幕和金属外壳？

可以。DIKA SIGN®可根据屏幕规格、外壳设计、安装方式和项目范围支持集成式智能标识项目，也可根据客户提供的 LCD 或 LED 模块制作金属外壳。

5. 这些数字标识可以用于户外吗？

可以，但户外使用需要匹配合适的屏幕亮度、耐候外壳、通风、密封、排水和电气防护。最终设计应根据安装环境确认。

6. 外壳能否按品牌或项目设计定制？

可以。金属壳体可按尺寸、造型、颜色、表面工艺、LOGO 位置、屏幕开口、底座结构和安装方式定制，以匹配建筑与品牌设计。

7. 智能标识项目报价需要提供哪些信息？

通常需要屏幕尺寸、LCD 或 LED 模块规格、室内或户外使用、安装方式、整体尺寸、金属外壳表面工艺、电气标准、数量、项目图纸，以及 CMS、媒体播放器、触摸屏或停车数据接口等需求。