

DIGITAL SIGNAGE

Build the Perfect Display Experience

Four components. One complete solution. **More sales for your customers.**

Turn static signs into dynamic experiences that inform, sell, and guide.

Digital signage delivers real-time content that improves customer interactions, streamlines operations, and strengthens brand visibility in every location. For retail and hospitality, that means clearer menus, timely promotions, smoother wayfinding, and a more engaging in-store experience.

With BlueStar, it's easy for you to sell and easy for your customers to run.

Why it works for your Customers

- **Real-time updates** for promotions and seasonal changes
- **Lower printing costs** and easier content management
- **Higher engagement** through touch, QR codes, and mobile tie-ins
- **Better insights** from content performance data
- **Revenue lift** from timely offers and impulse buying
- **Sustainability gains** with less waste and future-ready tech

Key Applications



Retail & QSR
Digital media, end-cap displays, interactive kiosks



Hospitality & Entertainment
Digital menu boards, way-finding, guest check-in kiosks, promotions



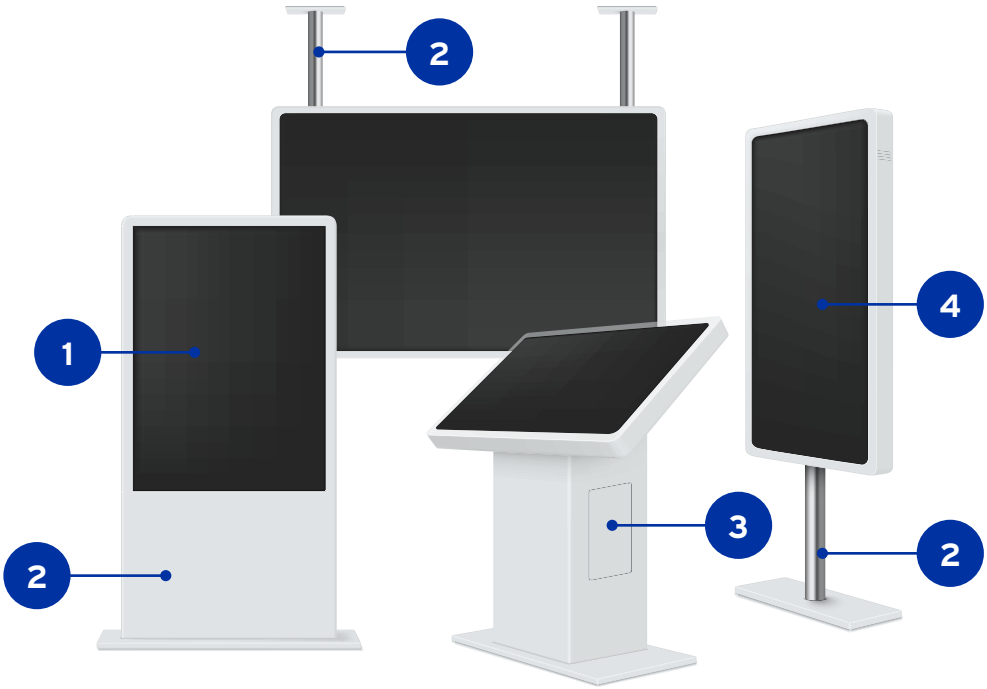
Healthcare
Informational displays, visitor management kiosks, digital directories



Corporate & Education
Interactive learning, internal communications, emergency notifications

Build a complete solution in four simple steps

We help you choose the right mix, configure it, and ship it ready to deploy.



1 Screens

2 Mounting Solutions

3 Players (optional)

4 Software

Not sure where to start?

Select any button on the right to explore that part of the solution and see how easy it is to build your first digital signage setup.

Explore Digital Signage

How to Start Selling

Step 1: Pick your first use case

- **Retail:** digital media, end-caps, promos, digital directories
- **Hospitality:** menu boards, wayfinding, guest check-in, promotions, interactive kiosks

Step 2: Build the four-piece bundle

- Screen + Mount + Player (or SoC) + Software. Quote it as one solution so buyers see value, not parts.

Step 3: Find your software partner

- Visit the BlueStar **ISV Portal** to connect with digital-signage software vendors. Use the vertical filters to find Content Management Systems (CMS) designed for retail and hospitality.

Step 4: Rinse and scale

- Repeat the bundle across locations and departments. Track results, refine content, and grow recurring revenue.

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Ready to add digital signage to your line card?
Let's grow your business together. Contact us at **bluestarinc.com**.

BlueStar