Use Case – Digital Signage

cellhire mobile solutions

Digital signage networks have become a popular means of delivering targeted advertisements and engaging content in various public spaces, retail environments, and transportation hubs. Cellular connectivity can be a game-changer for managing these networks efficiently and effectively.

How can Cellhire's cellular connectivity address digital signage challenges?

Choice and flexibility on networks

Digital signage locations can vary significantly, from city centres with strong cellular infrastructure to remote areas with no fixed-line or WiFi connectivity. Cellular connectivity offers the flexibility of multiple networks ensuring optimal connectivity and cost efficiency.

Coverage & speed

High-speed data transfer and reliable network coverage are essential for delivering dynamic and engaging content in real time. Regardless of location, cellular connectivity offers coverage even in areas where traditional wired connectivity may be unavailable.

Pay-as-you-go commercials

Digital signage operators can utilise cellular connectivity to implement pay-as-you-go commercials. Advertisers can pay based on the number of times their content is displayed or interacted with, making it a cost-effective and accountable advertising platform.

Remote management & monitoring

Cellular connectivity enables remote access and management, allowing operators to perform tasks like content updates, troubleshooting, and system diagnostics from a central location. This not only reduces the need for on-site maintenance but also enhances the overall reliability and uptime of digital signage networks.

Why choose Cellhire for your digital signage connectivity needs?

- Access to 40+ mobile network operators
- Competitive rates for UK and EU roaming
- Customised solutions for media and broadcasting
- Un-steered multi-network SIMs for seamless connectivity
- eSIM capabilities for flexibility and control
- 4G and 5G options for high-speed data transmission
- Primary and backup options for continuous functionality
- Reliability and security

Interested to find out more?

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