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These displays are connected to computers which controls them and these are utilise in both public and private fields like, hotels, restaurants, high ways, airports, stock exchanges etc. This is also know as narrowcasting, place based media, digital merchandising and digital media network.

Digital signage is a type of digital out-of-home advertising or DOOH. It is more useful then the traditional static signage because one can update it on real time basis and also it is environment friendly as it saves the printing cost and paper. It is used for variety of purposes like news, weather, corporate messages, pricing, photos etc.

In a digital signage variety of hardware and software components are involved , hardware like display screens, content management server, media player etc. as far as its software is concerned lots of companies deals in it and provide many options in it. Various other technologies are also involved in it like SMS and Bluetooth, so as to interact with mobile phones. Further, in order to increase interoperability among different service providers these signage works on certain standards like, digital control command, POPAI digital signage Device RS-232 standard etc.

Among various fast growing communication technologies wifi is the most promising one. Under this various devices can be connected to internet through wireless connection. Its range varies to few meters to kilometres depending upon requirement. Wifi internet services are used in hotels, railway stations, airports, educational institutions and the list is endless who all are benefited form it.

Clear edge of wifi internet services over the cable based internet connection is its value for money and that it can reach to all those places where wires canâ€™t have access like, historical structures, hilly areas etc. Among the disadvantage of it, the health problems are most important one. However, more research is need to done on the health related issues involved with wifi connections. One study has showed that carrying a laptop with active wifi connection can lead to decreased male fertility.

But despite the negative aspect of the technology, it is changing the way we communicate with each other and also the mode of our internet access. Today, there are many internet service providers who are providing these services at reasonable prices and that is because of increased competition among them. With round the clock research work in providing cutting edge technology, nowadays new wifi technology is available in order to take it to new levels.

Both digital signage and wifi technologies have changed the world around us in a positive manner. These offer us lots of benefits, though some issues are involved with them and I am hopeful that all those issues would be dealt in future.

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