

## The Insider

**SignManager**  
A Significant Advantage

### Merry Christmas from SignManager

We thank you all for your continued support throughout 2016. We hope you have a happy and safe Christmas and a prosperous New Year. We look forward to working with you in 2017.

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### NEWS FROM HQ

#### Volunteer Day

The Melbourne team had a great time volunteering for Operation Christmas Child this month, helping to pack and check boxes of gifts to be sent overseas for children in poverty. A great team effort!



Welcome to the fourth edition of the Insider for 2016. The Insider is SignManager's quarterly eNewsletter designed to give you the latest industry news, branded assets tips, client updates and HQ news.

#### IN THIS EDITION:

News from HQ

Is Digital Signage The Key To Holiday Retail Training?

The Detail In Retail Digital Signage: 5

Valuable Uses How To Choose The Right Display Technology

Gadget's Corner



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### IS DIGITAL SIGNAGE THE KEY TO HOLIDAY RETAIL TRAINING?

By Digital Signage Today

The holiday season is a stressful time for retail employees as they have to handle a storm of customers. Read on to find out how digital signage can offer training on demand, improve the sales process and customer experience.

[Continue reading...](#)

### THE DETAIL IN RETAIL DIGITAL SIGNAGE: 5 VALUABLE USES HOW TO CHOOSE THE RIGHT DISPLAY TECHNOLOGY

By Crown TV

In an industry where stores need to quite literally stop people in their tracks, attractive signage is key. Therefore, digital signage and retail are a match made in shopping heaven.

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### GADGET'S CORNER

Here's the latest and upcoming gadgets...

ASUS Projector: Have a summer movie night anywhere with this ASUS projector. It's pocket size, and as it's a short-throw projector, you only need a metre of space to use it. [Click here for more](#)

Google Home: A voice-activated speaker powered by Google Assistant, that can answer questions, manage tasks, plan your day and control other smart devices. [Click here for more](#)



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