



Digital Signage is a technology for displaying content on screen that can help make the workplace safer, strengthen bonds with employees and make them more involved in the organisation.

### Make the office feel safe

With digital signage, you can take actions to reassure employees' sense of safety in the office, at production sites, and other remote on-site workspaces. For example, ensuring contactless on-premise access, displaying safety instructions and company information on screens, providing real-time wayfinding to manage the flow of people and more.

# Navigating the new reality of work with digital signage

**The global pandemic is only the catalyser for a new hybrid way of doing business that has its origins long before Covid hit. Many businesses are re-discovering digital signage as a game-changer and a vital new way to deliver an automated, safe, and inclusive form of communication to their talent.**

meaning. Also, the question of how to maintain productivity for jobs that cannot be done remotely remains for many businesses including companies in the logistics, transportation, farming, and production business whose talent cannot work remotely.

Most staff who cannot work from home lack the proper communications technology like company-provided laptops and phones. This sheds light on an underlying issue where on-site employees are especially vulnerable to feeling disconnected from the head office.

### Benefits of digital signage

The good news is that existing proven technologies which optimise your organisation's working spaces for safety and productivity are accessible to any business of any size.

### Offer prime on-site experiences

With remote working becoming the norm, working from the office must bring a high-quality experience to employees to encourage collaboration and strengthen their bond with the organisation. The most important way to foster this positive spirit is to communicate internally, whether it be values, successes, or even strategic information that management wishes to share.

Visualizing data in the form of dashboards on digital displays enables you to engage your employees with reliable and meaningful information coming right from the source – your everyday business tools.

### Summary

Get the free white paper. SpinetiX, leader in digital signage solutions, helps you navigate the challenges of the hybrid workspace by contributing to the transformation of your company's working environment. ■

[www.spinetix.com/hybrid-workplace](http://www.spinetix.com/hybrid-workplace)

## Contacts

**SpinetiX SA**

Tel: +41 (0)21 341 15 50

Email: [sales@spinetix.com](mailto:sales@spinetix.com)

Web: [www.spinetix.com](http://www.spinetix.com)



### The hybrid work model

The hybrid work model observes a workplace where remote and office work coexist. If your business gets it right, the hybrid workplace model has significant benefits.

Nevertheless, some employees have come to associate remote work with feelings of isolation and loss of