



# Screens That Move The Needle

How Digital Signage Transforms Production Floors, Warehouses, and Distribution Centers

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# Introduction: The Silent Productivity Killer

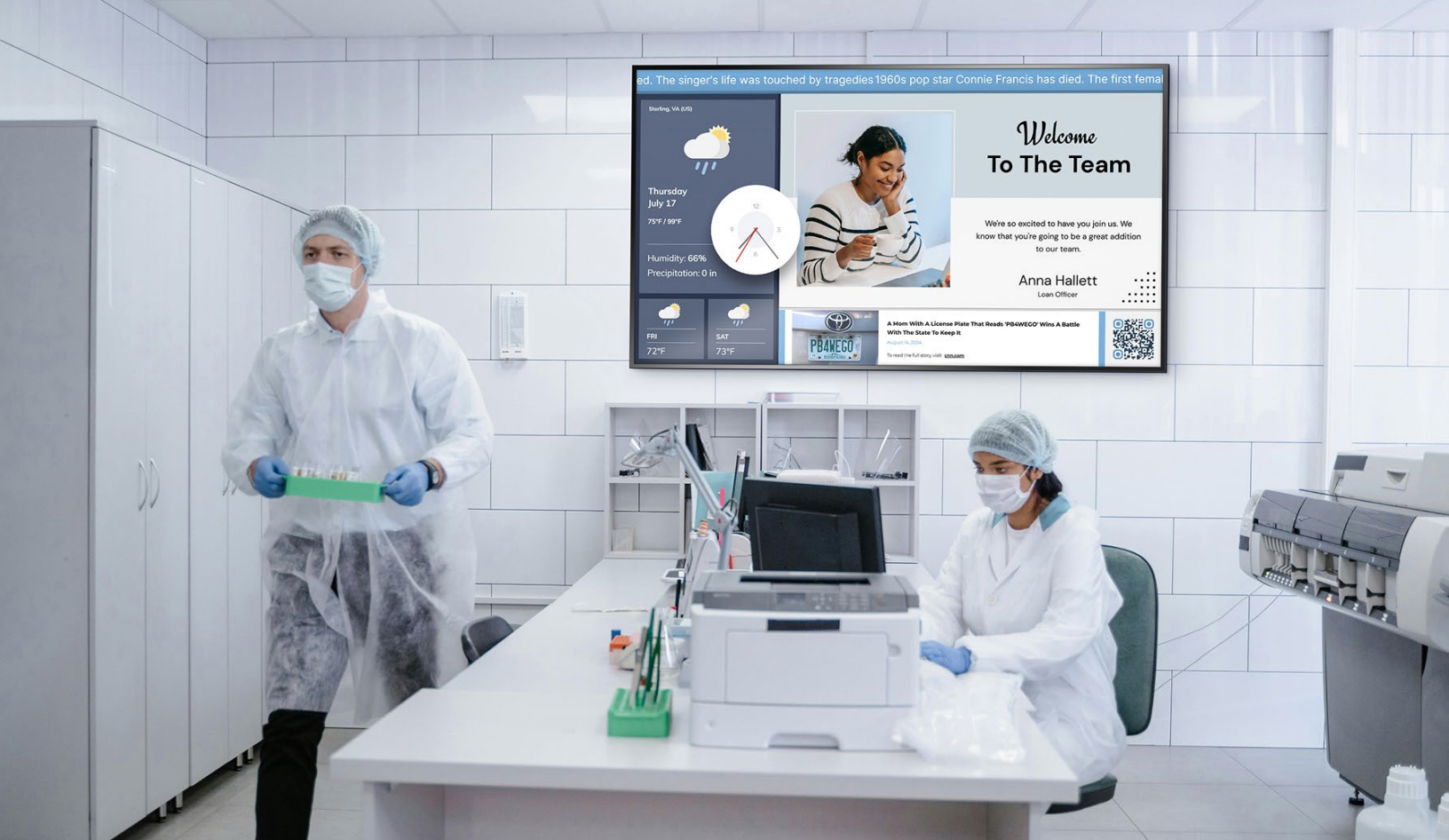
Every warehouse or production floor shares a common problem — information delay. Operators miss safety alerts buried in emails. Supervisors chase KPIs on dashboards no one on the floor sees. HR notices about safety or recognition are pinned to bulletin boards that few stop to read. In a world driven by real-time data, the frontline is still often operating in the dark.

Digital signage changes that.

By bringing visual, data-driven communication directly to where work happens, warehouses and distribution centers are closing the loop between leadership intent and shop-floor execution.

In this whitepaper, we'll explore how leading manufacturers and logistics providers are using digital signage to improve safety, efficiency, and engagement. You'll discover adoption trends, ROI benchmarks, practical implementation steps, and how industry leaders like Mvix have successfully deployed these systems for over two decades.





# Market Adoption: Visual Communication Is Becoming the Standard

Across manufacturing and logistics, the shift to visual management is accelerating. Recent surveys indicate:

- ~70% of manufacturers have adopted or are in the process of adopting digital signage for internal communication.
- Over 56% of internal communications teams plan to expand usage of digital signage in the next 12 months.

**The reason is clear:** Digital signage transforms information flow into action. Real-time data visualization allows teams to respond instantly to issues, track KPIs at a glance, and maintain operational alignment across shifts and sites.

# Quantifiable Benefits and ROI

## Safety: The Most Immediate Payback

Workplace injuries cost U.S. businesses over \$58 billion annually. According to OSHA, every \$1 invested in safety can yield \$4–\$6 in return.

When safety alerts, PPE reminders, and hazard notifications are displayed on screens positioned in high-traffic areas, incident rates drop measurably.

### Case studies show:

- Facilities report up to 20% reductions in injury and near-miss rates after introducing safety signage.
- Real-time displays shorten response times to critical alerts by 30–50%, improving compliance and reducing downtime.

## Productivity and Efficiency

By transforming data from WMS or MES systems into visual, actionable dashboards, digital signage minimizes bottlenecks. Supervisors and staff see what's behind schedule, what needs attention, and where assistance is required—instantly.

### Organizations implementing floor-level performance dashboards typically realize:

- 2–5% throughput gains,
- Shorter downtime events, and
- Higher first-pass yield on quality metrics.

## Engagement and Training

Digital signage also doubles as an employee engagement and training platform. HR teams use breakroom and shift screens to display microlearning videos, recognition messages, or safety quizzes, leading to stronger retention and morale.



# How Digital Signage Improves Production-Floor Safety

1. **Instant Hazard Alerts** – Real-time messages for spills, line shutdowns, or chemical leaks prevent accidents before they occur.
2. **Forklift-Pedestrian Warnings** – Integrated systems flash alerts when motion or proximity sensors detect potential collisions.
3. **Dynamic PPE Compliance** – Entrance-zone displays remind staff of area-specific PPE requirements.
4. **Environmental Monitoring** – Screens display heat index, air quality, or weather alerts to prevent heat or cold stress.
5. **Post-Incident Learning** – Replaying brief “what went wrong” clips or safety tips reinforces a culture of accountability.

These visual safety cues are proven to increase hazard awareness and decrease recordable incidents, all while building a stronger culture of safety ownership.



# Implementation Roadmap: From Pilot to Scale

## STEP 1

### Define the Business Case

Identify 3–5 metrics that digital signage will impact—for example, safety incidents, response times, throughput, or engagement rates.

## STEP 2

### Map Workflows

Outline key zones (receiving, pick, pack, dock, breakrooms) and determine what type of content each area needs—KPIs, safety alerts, or HR updates.

## STEP 3

### Select Hardware and Software

Choose commercial-grade displays, industrial enclosures, and a cloud-based content management system (CMS) with robust monitoring and offline playback.

## STEP 4

### Integrate Data Sources

Connect signage to WMS, MES, or EHS systems for live KPI feeds and automated updates.

## STEP 5

### Pilot and Measure

Start small—3–5 displays in high-traffic zones. Collect feedback and compare pre/post metrics.

## STEP 6

### Standardize and Scale

Develop branded templates, content calendars, and ownership roles to maintain consistency across facilities.

# Stakeholders and Their Roles

- **Operations Managers** – Define performance metrics, manage daily content relevance.
- **HR & Communications** – Curate safety campaigns, recognition, and training content.
- **IT/OT Teams** – Ensure secure connectivity, device management, and integrations.
- **Safety & EHS Officers** – Approve safety messaging and monitor compliance data.
- **Executives** – Sponsor the initiative, track ROI, and communicate success.

A cross-functional approach ensures screens become part of the daily workflow—not just another technology tool.





# Total Cost of Ownership (TCO)

A typical implementation might cost:

Category	Typical Range (per screen)
Commercial Display	\$350 – \$800
Media Player	\$200 – \$800
Industrial Enclosure	\$300 – \$1,500
Installation & Cabling	\$250 – \$600
CMS License	\$10 – \$30/month

**Lifecycle:** Displays typically last 5–7 years, media players 3–5 years.

**Energy Cost:** \$50–\$85/year per display.

In most cases, the entire project pays for itself within 6–12 months through reduced safety costs and improved throughput.

# Proven Use Cases from the Field

## EXAMPLE 1

### Global Consumer Goods DC Network

A network of 12 distribution centers implemented dock-door digital boards and forklift alerts using Mvix systems. Within 90 days, they saw:

- A measurable drop in near-miss incidents, and
- Improved truck loading efficiency through real-time door assignments.

## EXAMPLE 2

### Manufacturing Plant (Discrete Assembly)

After replacing manually controlled info boards with Mvix-driven digital signage, a manufacturer reduced average assist times by 35% and improved OEE by 4% in the first quarter.

## EXAMPLE 3

### Regional 3PL

A 3PL provider used signage to display live order status and shift goals. The result:

- Faster shift changeovers,
- Fewer overtime hours, and
- A 12% improvement in on-time fulfillment.

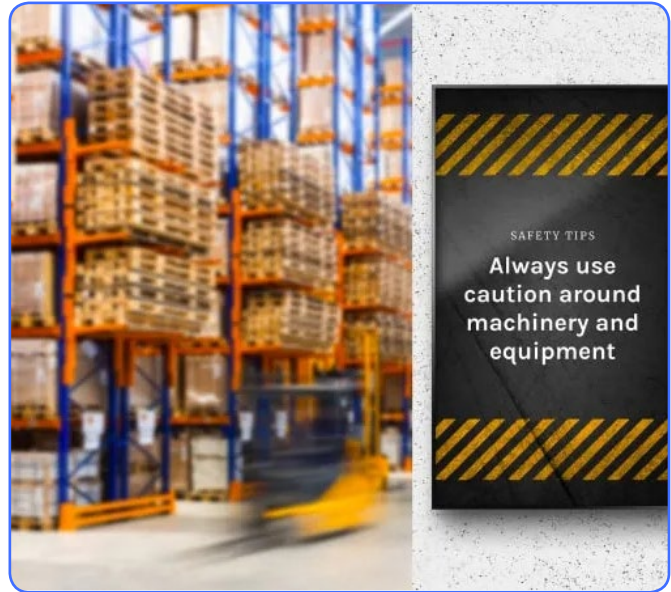


# The Cost of Doing Nothing

Not implementing digital signage leaves facilities exposed to:

- Slower hazard response, increasing the risk of injuries.
- Data bottlenecks, where only supervisors see performance numbers.
- Stale communication, resulting in disengaged employees.
- Higher rework and downtime, due to unclear or outdated instructions.

In short, the absence of real-time communication can quietly erode safety, culture, and profitability.



# The Future: Smarter, Connected Screens

Emerging technologies are extending what digital signage can do:

- AI-Powered Safety Alerts detect unsafe behavior or congestion and instantly display warnings.
- Machine Learning Integrations optimize content rotation based on shift performance.
- Interactive Displays allow workers to search SOPs, maintenance checklists, or HR resources on demand.
- IoT-Linked Dashboards connect forklifts, scanners, and wearables to create a live digital twin of the operation.

These innovations move signage from passive display to intelligent communication infrastructure—an integral part of Industry 4.0.



# Mvix: 20 Years of Proven Results

For over two decades, Mvix has been a trusted partner in helping hundreds of warehouses and distribution centers transform communication and performance.

## Mvix delivers:

- Turnkey deployment—hardware, software, and installation.
- Enterprise-grade content management with 24/7 monitoring.
- Offline playback, ensuring uptime even during network disruptions.
- Governance templates that standardize safety and performance messaging.

Clients consistently report measurable gains in safety compliance, throughput, and employee satisfaction after implementing Mvix-powered solutions.

## Empowering Brands When Experience Matters



Digital Signage Specialists Since 2005



# Visibility Is the New Productivity

Implementing digital signage isn't just a technology decision—it's a **communication strategy investment**. In today's high-velocity supply chains, visibility equals performance. Digital signage bridges the gap between leadership goals and floor-level execution. By investing in visual communication, companies create safer, more agile, and more connected workplaces—ones where every employee knows the score and acts on it.

**Remember:** success isn't just installing screens, it's creating a network that informs, engages, and inspires action. As you plan to implement digital signage at your workplace, store, school, hospital or facility, it is important to understand the fundamental reasons why businesses invest in this fast-growing, strategic communication channel that connects people, spaces, and data in real time. Whether you're improving customer experience, streamlining operations, or energizing employees, the "why" behind digital signage comes down to three fundamentals: **visibility, velocity, and value.**



## Visibility: Capturing Attention in a Crowded World

The average person is exposed to thousands of messages every day including emails, alerts, posters, social media. Static print signs fade into the background. Digital signage cuts through the noise by combining motion, light, and dynamic content to command attention exactly where decisions happen.

With proper content design, short messages, brand colors, & data feeds, digital signage becomes a living part of your environment.

## Velocity: Communicate and Adapt Instantly

Business moves fast. Policies change, promotions rotate, schedules update, and crises emerge. Traditional signage can't keep up but digital signage can.

With a centralized content management system (CMS), updates are instantaneous across locations. The operations team can push new campaigns to hundreds of facilities in minutes. HR can post emergency alerts or weather warnings organization-wide with a single click. Manufacturing teams can broadcast live production data or downtime alerts to the shop floor without delay.

That speed of communication doesn't just save time, it prevents misinformation, improves safety, and strengthens organizational agility. Digital signage turns communication into a real-time, data-driven process.

## Value: Measurable ROI and Operational Efficiency

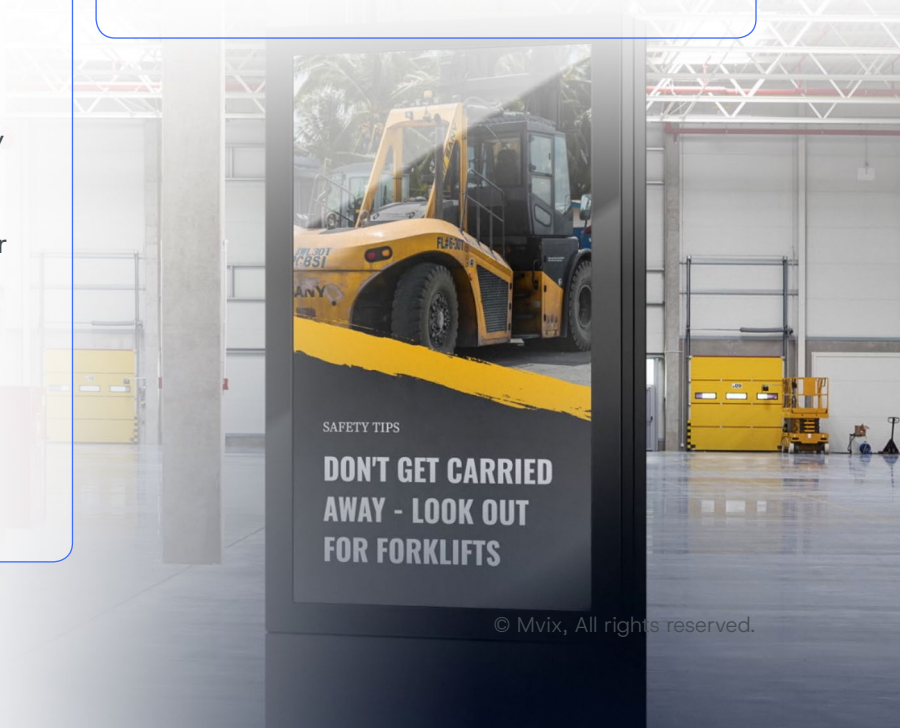
Digital signage delivers quantifiable results that extend beyond "brand visibility."

**Productivity gains:** Dynamic content converts. Warehouses that switch from print to digital signage often see 10–15% increases in team productivity. Use of training videos and team posters have been shown to lift employee morale and engagement.

**Cost savings:** Replacing print cycles eliminates recurring costs for posters, shipping, and labor. A network of 20 screens can save thousands annually in print and logistics.

**Efficiency:** Centralized control cuts coordination time across departments. Facilities teams can automate screen schedules, IT teams monitor device health remotely, and marketing can test and refine messages based on proof-of-play analytics.

In short, digital signage pays for itself—not just through sales impact, but through faster communication and fewer operational bottlenecks.





# Experience: Building Trust and Connection

Beyond metrics, digital signage strengthens how people experience your brand. It humanizes information, adds transparency, and reinforces culture.

For customers, it signals professionalism and modernity. For employees, it creates alignment—

showcasing wins, KPIs, and company values in ways email never could. In environments like hospitals, municipalities, and universities, it becomes an information service, improving wayfinding, safety, and satisfaction.

When designed with purpose, digital signage isn't a cost center, it's a brand and engagement engine.

# Future-Proofing Communication

Digital signage is also an investment in flexibility. With integrations for data feeds, IoT sensors, room-booking systems, and BI dashboards, it adapts to new communication needs without replacing hardware.

As workplaces, facilities, and retail environments become more connected, the ability to broadcast, automate, and personalize content at scale will be essential. Businesses that implement signage now are building the infrastructure for tomorrow's hybrid, data-driven communication.





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