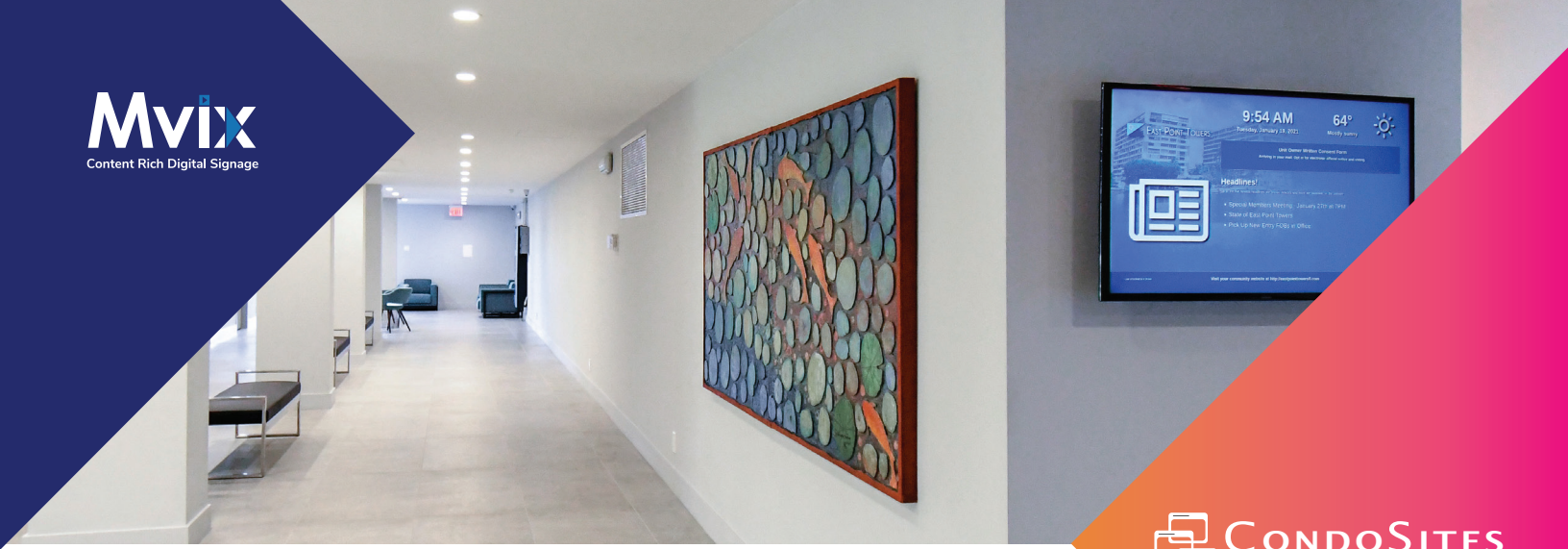




CONDOSITES

TECH FOR THE TECH CHALLENGED



SUMMARY



CondoSites realized their homeowner association (HOA) and condominium clients need a tech way to communicate with the residents who don't embrace technology.



CondoSites communities remotely manage their web and digital display content through their website. Digital signage powered through Mvix offers a real-time touchless solution.



As of 2020, CondoSites has provided **Mvix digital signage solutions** to about 10% of their client communities so far.



The challenge is getting tech-averse communities and individuals to embrace and implement new technology such as digital signage.

FUN FACT:

Did you know that CondoSites found Mvix through one of their clients who is tech savvy, and in his 70s!

INTRODUCTION



CondoSites provides **websites, mass email, and digital signage to condominium and homeowner associations.**

They work with clients throughout the **United States and Canada.**

CondoSites was founded on May 5th, 2005. Making them the same age as Mvix!

Both companies strive to provide their clients with the best end-to-end solutions in their respective industries. Deploying technology solutions that are most relevant and up-to-date.

CondoSites was looking for an opportunity to offer an additional communication method to their client communities, and opted to try digital signage.

They control the format of the displays on behalf of their communities but communities are responsible for content.

A common misconception is that the elderly don't like or use technology. This is NOT always true. They just need solutions they can easily use.

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THE CHALLENGE

How does CondoSites get their associations to **embrace digital signage** within their **communities?**

Before CondoSites started offering digital signage as an option to their communities, these communities relied on static cork bulletin boards and emails as their primary way of communicating. Most of their communities still don't have digital signage. The static bulletin boards can become a time consuming and costly process to relay information and updates to their community members, and requires someone on-site to post content.



So how do you get these communities to embrace digital signage? CondoSites has added a tab on their website dedicated to digital signage, and promote the integration allowing website updates to appear on their displays with no added work, or on-site posting.

The communities within CondoSites that have chosen to implement digital signage have eliminated many touch points. Presently, this is very important with the COVID-19 pandemic. Some of their members are older and at potential higher risk, while management is often working remotely.

What needed to be done

- Pitch digital signage as an additional solution to CondoSites portfolio.
- Get communities on board by getting them to implement new technology in their communities.
- Once implemented CondoSites helps with services such as content education.
- Inform community while eliminating touch points.



What distinguishes us from our competitors is that we provide an all inclusive solution, with digital signage included, at a set price, regardless of the community size.

**- Jason King,
Founder
CondoSites**



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OPPORTUNITY FOR DIGITAL SIGNAGE

CondoSites **Digital Signage** communications are managed through CondoSites' proprietary CMS and displays are powered by the **Mvix Digital Signage**.



Up-to-Date Information

The Mvix digital signage platform provided robust hardware for CondoSites' elegant high resolution animated layouts. Their software allows their clients to easily manage and add new content as they see fit through one central website.



Remote Access

Mvix's solution also offered a robust platform for CondoSites to manage their displays and content remotely. This is integral for CondoSites as they span such a large geographical area. The screens in the communities they serve can easily monitored for outages and programmed remotely for updates.

Components used:



Content management software

XhibitSignage



Digital display

Varies by location. Each community is different and so are their displays.



Content integrations

Calendar of upcoming events, community news, photos, weather, time, packages, and more



Professional services

Education & training, design and managed services. Implementation assistance



Content Scheduling

CondoSites needed a way for their communities to better communicate within themselves. Content scheduling allows them to schedule different content for different days. While integrations with other software services allow for content such as current local weather to be displayed.



200+ Apps

Mvix's content-rich digital signage software includes over 200 content apps and data integrations, giving CondoSites a library of content to choose from. They are able to display various forms of content including association news, community events, weather/time, RSS feeds, community updates and so much more.

WHY IT WORKED

Implementing **digital signage** has helped CondoSites modernize some of their communities and **increase community satisfaction with communication.**

One result of digital signage for CondoSites, has been its ability to distinguish themselves – creating a better value proposition for their clients over their competitors – and without raising their prices.

Digital signage is improving client retention for CondoSites. The combination of Mvix hardware, and CondoSites software and service, creates a unique customer experience, and a barrier to entry for CondoSites' competitors.

Integration is a key factor in the success of digital signage for CondoSites. Client displays are linked directly to their individual websites. Because the product is integrated, they don't have to go through any additional steps to change or update the feed on their display.

This saves time. They can edit from anywhere and display the content on multiple screens at once. The perfect solution for CondoSites and their busy community managers and boards.

CondoSites chose Mvix over our competitors as we offer robust hardware and end-to-end solutions.

FUN FACT:
CondoSites and
Mvix have been
working
together
since
2017

Tech for the tech challenged is the keyword they've been using. Even in 2021 not everyone uses technology and sometimes it's met with hesitation.

Once digital signage is implemented it's well received by communities. Naysayers quickly get on board with the new technology too. The older population really likes digital signage, and everyone loves the elegant layouts on their displays.



ABOUT THE COMPANIES



About CondoSites

Developed by a condo board president and designed for ease of use.

CondoSites provides community websites, mass email, and digital signage solutions via an intuitive web based platform and all inclusive service to Condo and Homeowner Associations across the US and Canada.

What sets them apart from their competitors, is their low all-inclusive price, regardless of the HOA or Condo association size. Furthermore they are one of the few companies that offer digital signage as part of their service.

For more information contact CondoSites at +1 206.347.1047 or visit CondoSites.com

About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage solutions that create memorable digital experiences in corporate offices, healthcare facilities, school campuses, restaurants and more.

Our focus is on cost-effective, feature-rich, cloud-hosted solutions that, coupled with our engineers and creative team, build digital signage networks that turn browsers into customers and employees into brand ambassadors, all while enhancing brand awareness. Our software, XhibitSignage, won the InfoComm 2017 Best of Show Award - Digital Signage.

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