



SERVICE SPECIFICATION / OPERATIONAL SYSTEMS

Digital signage

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Commercial displays, mounts, players, content management, templates, schedules, data feeds, permissions, power, network, accessibility, monitoring, and fallback content, treated as one system.

Intended outcome

Enrolled and labeled screens with approved templates, publishing permissions, tested schedules, offline behavior, restart recovery, and operator instructions.

Service scope

A signage endpoint includes the display, mount, player or system-on-chip, content platform, network, power, input path, scheduling, identity, and physical service access. Menu boards, dashboards, room signs, wayfinding, video walls, and promotional displays have different viewing and operating requirements.

The content plan should name who can create and approve content, which templates they can change, when content expires, how accessibility is reviewed, and what appears during a feed or player failure.

How the system fits together

01 Content	Templates, media, live data, approval, schedule, expiration, accessibility
02 Control	CMS, roles, device groups, audit, health, remote action
03 Endpoint	Player, display, inputs, orientation, mount, local cache
04 Facility	Power, data, structure, heat, service access, viewing conditions

Typical project triggers

- USB updates, personal logins, or undocumented players control business-critical screens
- Stale, blank, or inconsistent content appears across locations
- No owner is accountable for templates, schedules, data feeds, or approvals
- A rollout needs remote health, standard naming, and repeatable mounting and network rules



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Delivery and acceptance

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The final project scope identifies quantities, locations, dependencies, and the evidence required at each delivery stage.

01 Map content and viewers

Define audience, viewing distance, dwell time, message type, authors, approvers, schedule, source data, accessibility, and fallback for every screen group.

Acceptance evidence: Screen-purpose matrix, content-owner map, sample assets, data-source inventory, and fallback decisions.

02 Engineer each endpoint

Select display class, brightness, orientation, mount, player, inputs, power, network, service access, platform, permissions, and content resolution.

Acceptance evidence: Screen schedule, elevations, mount and pathway plan, network and power requirements, and platform role matrix.

03 Install and stage content

Mount, label, connect, enroll, secure, name, update, load templates, assign schedules, and establish monitoring without shared personal accounts.

Acceptance evidence: Asset and credential-owner record, labeled endpoints, enrollment screenshots, template set, and installation photos.

04 Prove publishing and recovery

Test authoring, approval, scheduled change, expiration, data loss, player restart, network loss, fallback, accessibility review, and operator recovery.

Acceptance evidence: Published test campaign, schedule evidence, offline and restart results, screen photos, runbook, and accepted exceptions.

Handover deliverables

- Screen-purpose, content-owner, and publishing matrix
- Endpoint schedule, elevations, power/data/mount plan
- Platform roles, device groups, naming, and template set
- Publishing, schedule, offline, restart, and fallback acceptance evidence
- Asset list, operator guide, content standards, and support runbook

Closeout: GHT and the customer review the agreed evidence, record unresolved exceptions and owners, and confirm acceptance against the signed project scope.



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Planning and scope boundaries

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Customer and site inputs

- Audience, purpose, viewing distance, dwell time, and ambient light
- Content types, formats, templates, data feeds, schedules, and expiration
- Author, approver, administrator, local editor, and support roles
- Display class, orientation, mount, structure, power, network, heat, and access
- Accessibility, emergency-use boundary, security, offline behavior, and lifecycle expectations

Constraints and coordination

- Consumer displays may not be suitable for required duty cycle, brightness, orientation, environmental conditions, or service model
- Emergency messaging can trigger requirements beyond ordinary signage and must not be implied from a convenience display
- Web content and templates require accessibility review appropriate to the audience and use
- Cloud publishing, data feeds, and remote control depend on licensing, connectivity, source availability, and secured accounts

Commercial scope and responsibilities

This specification describes the service framework. The signed statement of work defines included equipment, quantities, software licenses, integrations, access windows, schedule, pricing, warranty, and support coverage. Additional construction, electrical work, recurring subscriptions, and ongoing support require an explicit line item.

The customer appoints an acceptance owner and provides authorized access, required site information, and decisions. GHT records assumptions, coordinates assigned work, and submits changes for agreement before expanding the scope.

Technical references

[AVIXA — Published Standards](#) | Source review: 2026-08-20

[World Wide Web Consortium — WCAG 2 Overview](#) | Source review: 2026-08-20

[National Institute of Standards and Technology — SP 800-128: Security-Focused Configuration Management](#) | Source review: 2026-08-20

[Service guide and project discussion](#) | Source review: 2026-09-06