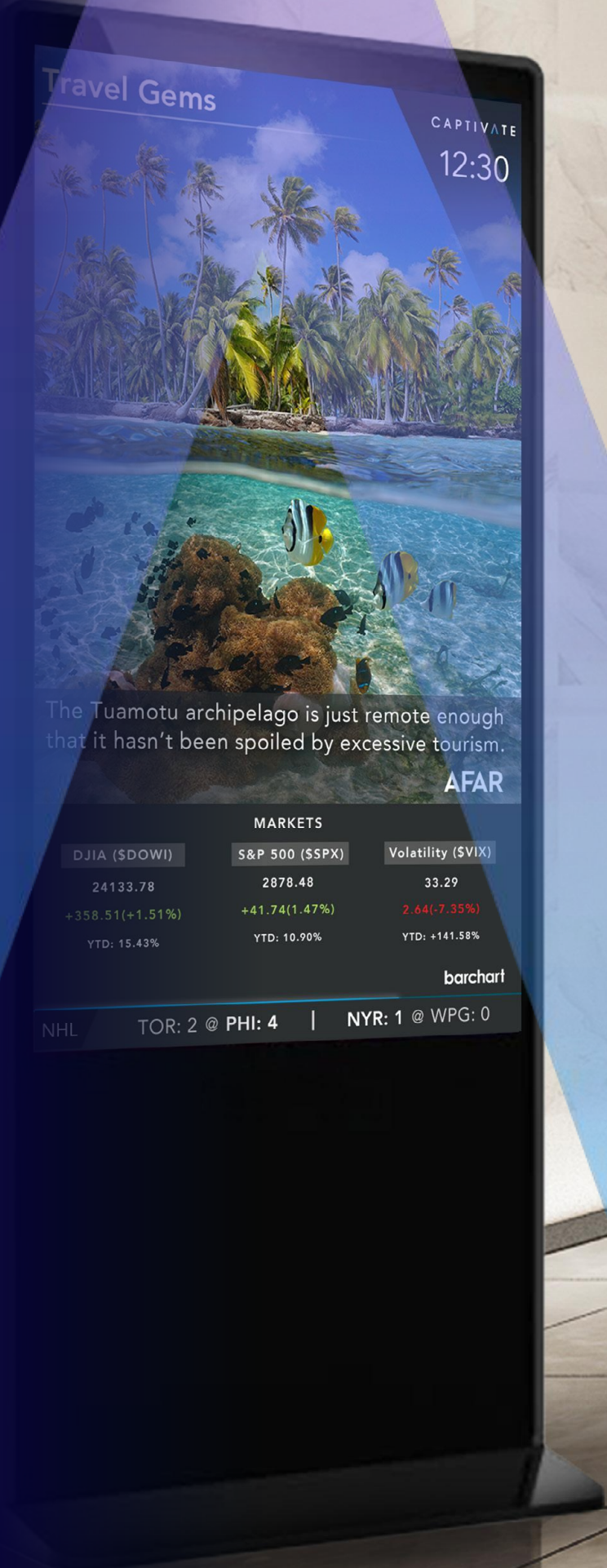


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FROM SCREENS TO STRATEGY:

Managed Digital
Signage That Unlocks
Monetization



Digital Signage is a Modern CRE Essential

Digital signage has reshaped how modern commercial properties communicate and create value. In Class A and luxury environments, lobby screens do more than share updates - they set the tone for the entire building. They signal quality, reinforce brand, and deliver the polished, tech-forward atmosphere tenants expect.

A professionally managed content program takes that impact further. It turns new or existing screens into **high-value amenity that adds value and unlocks incremental revenue** without adding work or turning property teams into media operators.

The formula is simple: treat digital signage as an amenity first and a revenue stream second. Screens designed for CRE that enhance through consistent, curated programming and polished property communication create the foundation for thoughtful monetization. Transforming passive displays into active drivers of experience, connection, and financial upside.



1 The Shift Toward Managed Digital Signage



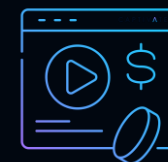
2 Benefits to Property Teams: Less Work, More Impact



3 Elevate the Building Experience



4 The Managed Model: What a Trusted Partner Provides



5 Monetization: Turning Screens Into Revenue Without Sacrifice



6 Transform Underused Screens into High-Value Amenities



7 The Smartest Path Forward for Modern Properties



8 Bringing It All Together The Captivate Advantage

The Shift Toward Managed Digital Signage

Digital signage is no longer about hardware and basic announcements - it's about the experience. When screens are professionally managed, they become an extension of the building's brand, reinforcing quality and sophistication.

Managed signage experiences reinforce that a property invests in technology and tenant experience - two markers of modern Class A and luxury environments.

Reflecting a broader CRE trend, owners want amenities that improve daily life without adding complexity for onsite teams. Digital screens fit naturally into that strategy because they combine communication, convenience, and visual impact in a single platform.

A managed digital signage model strengthens that value even further. By outsourcing content, scheduling, and brand safety to a trusted partner, properties deliver a polished, tech-forward experience without increasing workload.



DIRECTORY		
Walmart	A101	L101
Amazon.com	A102	L102
Google	A103	L103
Apple	B100	L104-A
UnitedHealth Group	C101	L104-B
CVS Health	C102	M101
Bank of America	C103	N101
Alphabet	C104	N102
Moderna	C105	N103
Cheniere	D101	N104
American Express	D102	O101
Costco Wholesale	D103	O102
Microsoft	E101	P101
Cardinal Health	E102	P102
Cigna Group	E103	P103
Marathon Petroleum	E104	P104
Phillips 66	F101	Q101
Valero Energy	F102	Q102
Ford Motor	F103	Q103
General Motors	G101	R101
Elavance Health	G102	R102
JPMorgan Chase	H101	R103
Kroger	H102	R104
Centene	I101	S101
Verizon Communications	I102	S102
Walgreens Boots Alliance	J101	S103
Fannie Mae	J102	S104
Concast	J103	S105
AT&T	K101	S106
Meta Platforms	K102	S107
Bank of America	K103	T101
Target	K104	T102
Dell Technologies	L101	T103
Arthur Andersen Midland	L102	T104
Citigroup	L103	T105
United Parcel Service	L104	T106
Pfizer	M101	T107
American International Group	M102	T108

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28° 12:30 MONDAY

LOCAL EVENTS

Club 90s and Y2K Present Midnight Memori ...

House of Blues | Today 5:30 PM | \$10-\$20 down.

Raul Idon and Lionel Loueke

City Winery | Feb. 26 8:00 PM | \$18-\$28

MARKETS

DJIA (SDOWI)

24133.78

+358.51(+1.51%)

YTD: 15.43%

S&P 500 (SSPX)

2878.48

+41.74(+1.47%)

YTD: 10.90%

Volatility (SVIX)

33.29

2.64(-7.35%)

YTD: +141.58%

barchart

NHL TOR: 2 @ PHI: 4 | NYR: 1 @ WPG: 0

LOCAL TRANSIT

7 AV/W 37 ST

1 min

M7

14 ST VIA COLUMBUS VIA 7 AV

SOUTH FERRY VIA 7AV VIA BAT PK CITY

M20

TIMES SQ-42 ST

3 min

3

HARLEM-148 ST

4 min

N

ASTORIA-DITMARS BLVD

8 AV/W 37 ST

4 min

M34A-SBS

SELECT BUS PA BUS TRM VIA 34 ST VIA 8 AV

M20

LINCOLN CENTER 66 ST VIA 8 AV

4 min

1

VAN CORTLANDT PARK-242 ST

2

FLATBUSH AV-BROOKLYN COLLEGE

Benefits to Property Teams:

Less Work, More Impact

Managed digital signage removes the burden of content management and day-to-day operations. Resulting in efficiencies that allow property teams to focus on tenants, not screens.

Eliminate Operational Burden

Managing content quickly becomes time-consuming for onsite teams. A managed signage solution removes that burden, allowing property teams to focus on building operations and tenant service instead of content creation and screen management.

Centralize Control Across Portfolios

For operators managing multiple properties, consistency is essential. Centralized management enables unified communication and brand experience across locations.

Deliver Breaking News & Emergency Overrides

Managed signage keeps tenants informed in real time with breaking news & urgent property updates. When fast-moving situations arise, centralized control lets property teams override screens quickly delivering critical messages to ease the burden of manual coordination needed during emergencies.

"Premium experiences do not require property managers to become content producers."

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Without Managed Signage

- Create content
- Schedule updates
- Manage screens
- Troubleshoot issues
- Source & manage advertisers

With Managed Signage

- Partner manages operations
- Property team focuses on tenants

Elevate the Building Experience

Managed digital signage transforms lobbies into active, contemporary spaces. Displays feel intentional – not cluttered or ad-hoc – because every element is designed, scheduled, and quality-controlled by a trusted partner. This polished presentation signals that the property invests in both technology and tenant experience, elevating the building's overall atmosphere.

Tenants engage with screens because they deliver value in a refined, relevant, and consistent way. Research shows that **97% of tenants watch regularly**, underscoring how curated programming strengthens daily connection to the building and enhances the sense of community within shared spaces.

97% Watch regularly **9 in 10** Say it helps "feel connected to a busy world" **+90%** Property renewal rate

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The Managed Model

What a Trusted Partner Provides

A premium, experienced provider delivers everything behind the scenes: editorial content, media operations, advertiser relationships, scheduling, reporting, and ongoing optimization. This end-to-end support ensures screens always feel premium while protecting brand standards.

Managed Operations

Property teams don't have to juggle content updates, source advertisers, review ads, or manage screen schedules. A trusted partner handles programming, performance monitoring, and ongoing optimization so screens always look intentional and premium.

Premium Amenity

This turnkey model gives buildings a modern, high-value amenity without the complexity of running a media network. Teams get polished presentation, curated content, and reliable brand protection - while staying focused on delivering an exceptional property experience.



Monetization

Turning Screens Into Revenue Without Sacrifice

When screens are valued as an amenity, they create a foundation for thoughtful monetization. Professionally managed media placements generate incremental revenue through revenue-sharing models - without compromising the tenant experience.

“The key is approaching digital lobby screens as an amenity first and a revenue stream second.”

A trusted partner brings global, blue-chip advertisers to the network and manages every aspect of monetization—brand safety, scheduling, and creative standards. High-quality brands paired with professionally produced creative elevate the screens and reinforce the building’s premium feel.

This turnkey model keeps the experience polished and aligned with property standards while unlocking new value from an existing asset—without adding work for onsite teams.



Conclusion:

The Smartest Path Forward for Modern Properties

Managed digital signage delivers a premium building experience, improves communication, reduces workload for property teams, and unlocks new revenue potential - all through a trusted partner.

Perhaps most importantly, it unlocks greater value from investments many properties have already made. Existing screens can be transformed into high-impact amenities that support both tenant satisfaction and financial performance without requiring additional resources from onsite teams.

For modern buildings, the question isn't whether digital signage belongs - it's how to deliver it sustainably, beautifully, and profitably. Managed digital signage offers the smarter, more strategic path forward.

And with Captivate, property owners gain more than a signage provider. They gain a trusted partner that delivers premium content, manages day-to-day operations, protects brand standards, and helps transform digital displays into high-value amenities. By combining engaging experiences with proven monetization expertise, Captivate helps modern properties maximize the value of every screen.

Bringing It All Together: The Captivate Advantage

Captivate transforms digital screens into engaging tenant amenities that inform, connect, and elevate the building experience through curated content, building communications, managed operations, and monetization expertise.

What We Deliver

- Curated Content
- Building Messaging
- Tenant Engagement
- End-to-End Support
- Revenue Opportunities

Inform. Engage. Elevate

Unlock more value from every screen.

CAPTIVATE

65K+

Experiences globally. Trusted by leading commercial real estate owners and operators.



CAPTIVATE

Captivate is the leading digital signage partner for commercial real estate, helping properties transform screens into premium tenant amenities that elevate the building experience and unlock new value. Through curated content, real-time property communications, managed operations, and monetization expertise, Captivate delivers engaging experiences without adding work for onsite teams.

Trusted by leading owners and operators, **Captivate turns underutilized screens into powerful tools for communication, engagement, and revenue generation.** Our turnkey solution encompasses content, technology, media management, support, and ongoing optimization, ensuring a seamless experience for both properties and tenants.

By combining premium building communications with professionally managed content and advertising, Captivate helps modern properties inform, engage, and elevate the tenant experience while maximizing the value of every screen.

Learn more at captivate.com/cre
Email us at info@captivate.com

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