Chameleon for Digital Signage

Engage Sales Office and Show Home Visitors

Selling "The Ridge" Development

NanaimoHomes.com is using Chameleon to showcase "The Ridge" project highlights and home features.
A screen displays Show Home information to interior visitors and is viewable outdoors 24/7 for after-hours visitors.

Digital Signage Benefits

- *Available 24/7: Inform your buyers about project or home features - even when you are not on site or are busy with others*

- *Engaging: Dynamic video and ultra high-resolution images capture attention and make the best possible impression*

- *Economical: An inexpensive sales tool at less than a dollar a day to operate*

- *Remote Control: Change sign content such as open house hours or agent contact information from any web browser*

"It's nice to be able to see property information and home layout and finishing options, even on weekends and holidays when there are no sales agents around"

Drive Sales by Engaging Customers 24/7

Engaging as many potential buyers as possible is critical to selling real estate. Often there is a rush in a Show Home at busier times and it is difficult to engage more than one buyer at once. At the other extreme, it is costly to staff sales offices and Show Homes on slower days and holidays when foot traffic is low. Chameleon Digital Signage provides the sales assistance you need to capture buyers and make your listing stand out. A digital sign can run 24 hours a day, 7 days a week, to provide critical information to your buyers and drive sales regardless of whether you are busy with other customers or off site. Use rich media including videos and Ultra High Definition (UHD/4K) graphics to tell the story behind your properties and projects. Use pre-produced promotional or web content that shows your product in the best possible light. Content can also include voiceover audio or ambient music as required.

How Chameleon Works

Chameleon runs directly on a tablet or set-top player that plugs into any plasma, LED or LCD screen. Display content is managed through a cloud server-based dashboard so you do not need to purchase or maintain any computers or servers at your office or Show Home. Upload and configure your display content using a web browser from anywhere on the internet and the displays update automatically. Chameleon is easy to use and these steps are explained in both online videos and user's guides so that anyone in your office can learn how to configure display content.

Low Cost

Chameleon software is licensed per display at a cost of $ per month or $ per year with no fixed contract term. The $ Chameleon player can be used with any standard monitor or TV.

For additional info, please contact

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Display of available floor plan options is important in home sales.