

## TOP PLACEMENT OPPORTUNITIES FOR DIGITAL SIGNAGE

# —Gyms & Fitness Centers—

Entertain and Improve Member Retention

Digital signage inspires your members, informs your employees and entices prospects to lead a healthy lifestyle and grow loyal to your brand. By broadcasting engaging content, promoting special offers and sparking interest, visual communications becomes an essential part of any gym member's experience. Displays are easily customizable from the franchise's central location, in-house and remotely or by individual franchise owners and operators.

1

### ENTRANCES AND LOBBIES

Welcome members with larger than life Video Walls. Use these impressive displays to communicate class schedules, events, health tips, announcements and special promotions. Large Format Displays and Touchscreens can point members in the right direction with wayfinding information, instructor bios and helpful tips about studio equipment. This is especially useful if your staff are too busy to give a guided tour when new members arrive.



2

### SPA AND RETAIL AREAS

Retail and Spa areas can drive traffic and pump up additional streams of revenue with customized digital messaging informing members of services, special deals or the latest in fashionable fitness gear.



3

### THE POOL

Large format displays relay relevant information, like Pool Safety Rules and class schedules. They can inspire swimmers with motivational imagery as they tire from laps in the pool.



4

### SNACK BAR

Promote healthy menu offerings and daily specials with easy to manage digital menu boards. Streamline point-of-purchase marketing opportunities to improve member experience and drive increased sales. Displays can stream live content, promotions or customized RSS feeds to entice and entertain members waiting for their snack.



5

### LOCKER ROOMS

Inform and entertain members in the locker room with Digital Touchscreens and Commercial Grade TVs. Touchscreens allow members to access club information with the touch of a finger, and streaming local or national programming with Commercial Grade TVs will keep them entertained as they get ready to sweat it out.



6

### EXERCISE STUDIOS

Digital Displays offer tech savvy members a wide range of entertaining benefits. Group fitness participants can use Large Format Displays for individual viewing or marvel at the Video Walls streaming, instructional messaging, Virtual Group Fitness programming & motivational contests to build a community around your fitness club.



7

### WORK OUT AREA

Screens featuring ultra-slim bezels elegantly integrate into designs in ways never before possible. Additionally, these screens integrate with HDMI, DP and wireless devices to update from the lectern while offering a seamless HCD experience.



## —CONCLUSION—

LG allows you to manage the entire digital network efficiently from a central location or remotely, reducing labor costs. Smart scheduling and optional light sensors that constantly monitor brightness levels conserves power without compromising performance. Available in a wide variety of shapes, sizes and technologies, LG commercial displays deliver optimum results throughout the fitness center and are designed to deliver years of service with little maintenance.

For more ideas on digital signage for your facility, download our Fitness Lookbook

[click here](#)