

To: [Bryan Weed](#)
Subject: Digital Sign Recommendation
Date: Monday, February 01, 2016 2:18:18 PM
Attachments: [image001.png](#)

From: Marshall-Barley, Sea [mailto:smarshall@madeirabeachfl.gov]
Sent: Monday, February 01, 2016 1:34 PM
To: Bryan Weed
Cc: Servedio, Aimee
Subject: Digital Sign Recommendation

Hi Bryan,

As per our conversation earlier, here is a summary of my recommendation for the digital sign and the Ignite software that we utilize at the City of Madeira Beach.

The training process on how to use and operate the sign occurred about three months ago. Another administrative lead scheduled a conference call and were connected to the software trainer through a shared meeting (like a Citrix-powered Go To Meeting). The session was comprehensive and easy to follow. Since the training, I have had no difficulty operating the sign. I am not IT staff and am able to easily operate the software and find it very user-friendly. There are several preset images and animations to use and you are also able to create your own original messages as well – I used both original and preset messages interchangeably. Our City mainly uses the digital sign to advertise City meetings and City-sponsored events in the area. I have had no difficulties or problems with this digital sign since the operation has been turned over to me and would recommend it to another City that would use it for similar purposes.

If you have any other questions or would like any additional information, please feel free to contact me. My direct extension and contact information is listed below.

Thank you,

Sea S. Marshall-Barley, MPA

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