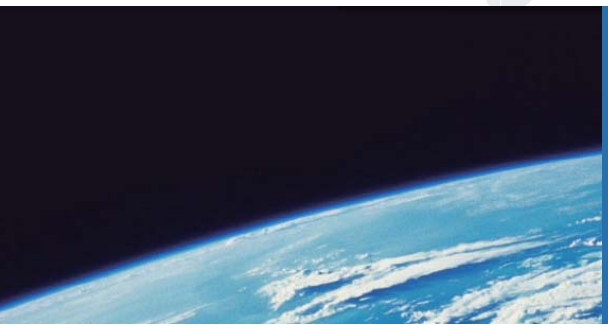

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QUESTION & ANSWER

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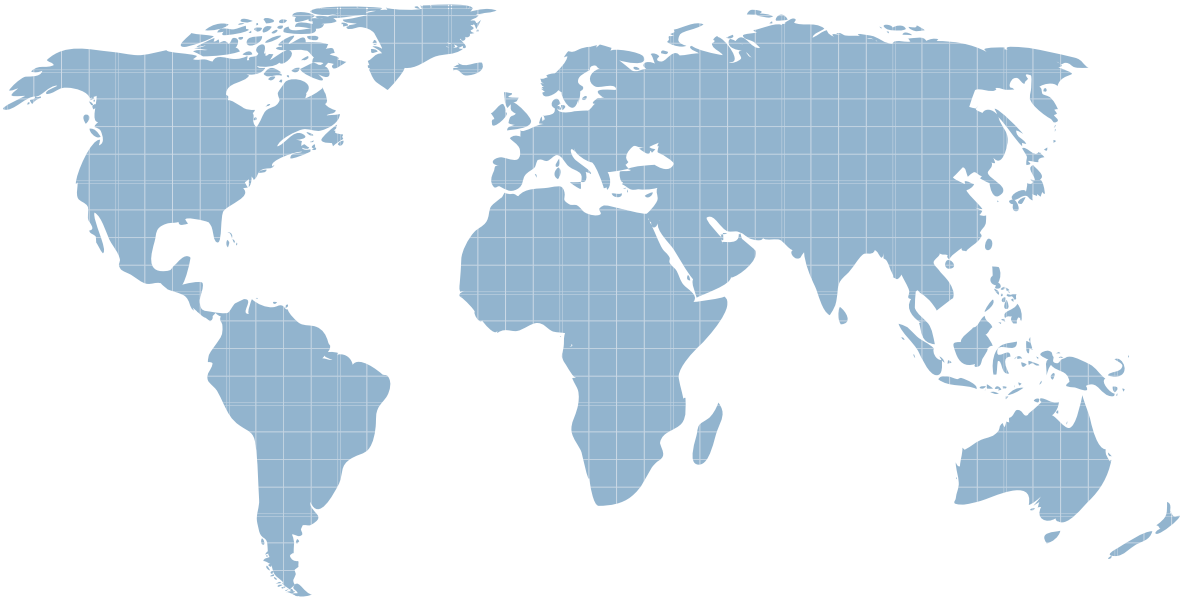

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Exam : **HP2-H22**

Title : Sales Essentials of HP Digital Signage Solutions

Version : Demo

1.To which component of a digital signage network does this definition apply?
"These are generally specialized appliances, based on PC hardware, with special software."
A. content management server
B. digital signage players
C. digital signage transmitters
D. digital signage displays
Answer: A

2.The components of a digital signage system consist of Displays, Content Management Software, Servers, and what additional component.?
A. PC Players
B. Internet Services
C. Security Solutions
D. Accountability Solutions
Answer: A

3.Which statement is part of the HP Digital Signage Value Proposition?
A. HP Digital Signage products can be used as both a digital signage solution and a digital TV.
B. HP provides customers with a five year warranty and life cycle onall digital signage products. C.HP Digital Signage products provide sweeping innovations that have made HP the market leader.
C. HP offers certified platforms and commercial grade components that meet demanding 24/7 needs.
Answer: C

4.What are two key facts you should use to overcome an objection from a customer who plans to use a TV for their digital signage needs? (Select two.)
A. HP Digital Signage can present an image in landscape or portrait orientation.
B. HP Digital Signage displays provide a richer and truer digital image by using more liquid crystals.
C. HP Digital Signage supports IR Remote Control to help prevent accidental changes to displayed information
D. HP Digital Signage is designed for 24/7 use.
E. The controls on an HP Digital Signage product are easily located and simplify changes that a user wants to make.
Answer: B,D

5.Many digital signage customers are looking for a quantitative return on investment. Others seek only to achieve a business objective. Which HP Digital Signage target customer group has "return on objective" as their number one reason for investing in the solution?
A. In-store merchandising
B. In-store point-of-purchase advertising/promotion
C. Digital-Out-of-Home (DOOH) advertising networks
D. Information/Entertainment networks
Answer: C

6.What makes HP a good choice as a digital signage solution provider?

A. HP has a broad portfolio, key partnerships, and a global service organization
B. HP offers hardware and content management software.
C. HP offers content creation services.
D. HP offers PCs and Thin Clients to drive Digital Signage.
Answer: A

7.What is the typical role of a VAR in the digital signage ecosystem?
A. write and publish digital signage software
B. modify internal digital signage components
C. integrate digital signage hardware and software
D. manufacture digital signage hardware
Answer: C

8.What is the preferred way to describe HP Digital Signage with the Scala Quick Start other than being an ideal player (or Scala Enterprise networks) ?
A. It is an ideal solution for very large deployments.
B. It provides a full turn-key solution for small deployments and SMB.
C. The QuickStart package includes physical installation of displays
D. It enhances the color pallet displayable on the screen.
Answer: B

9.Which digital signage solution approach uses a USB Thumb Drive and has no scheduling or control of content delivery?
A. HP Software Driven Media Playing
B. Simple Content Loop
C. Premise based system
D. Software-as-a-Service based system
Answer: A

10.Which digital signage solution architecture uses PC based players combined with a server and will meet the need of customers who want complete control of the infrastructure of their digital signage network?
A. Simple Content Loop
B. Basic Single-Location Media Playing
C. Premise based system
D. Software-as-a-Service based system
Answer: C