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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