

The Screen That Calls Your Number

A Cloud Digital Signage and Queue Management System Built for Every Season



A queue that people can see, browse past, and trust is a queue they are glad to join.

Decades of research on waiting lines agree on one point. An occupied and visible wait feels shorter than an unoccupied and uncertain one. That insight is quietly reshaping how businesses think about their busiest moments, and it carries good news for anyone managing a line today, the queue itself can become part of a great customer experience rather than the low point of the visit.

GO CAYIN poster, the cloud digital signage platform from CAYIN Technology, and its GOxCALL queue management module put that insight into practice. Together they turn any screen into a channel that plays promotional content and calls customer numbers at the same time, with no server, no dedicated hardware, and no fixed number of counters to commit to.

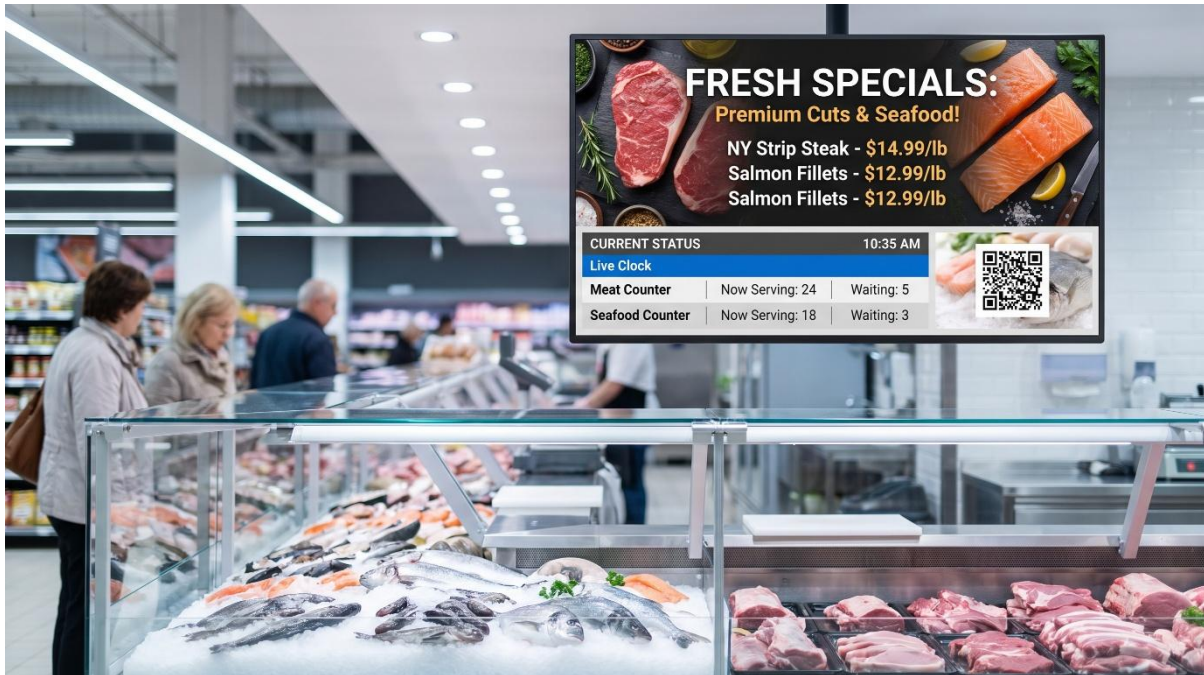
What Is a Digital Signage Queue Management System?

KEY DEFINITION

A digital signage queue management system is cloud software that lets a screen display promotional content while managing customer flow, showing the number currently being called alongside marketing messages. GOxCALL is built directly into GO CAYIN poster, so a business runs both functions from a single screen and a single subscription.

Instead of a plain ticket dispenser or a printed number, customers see a screen that keeps them

informed and entertained at once. Instead of a separate booking system, staff manage the line from the same cloud console that manages the signage content.



The Benefits of a Smart Queue Calling System

A well designed queue does more than move people through a line. It changes how customers feel about the whole visit, and it gives staff room to focus on service instead of logistics.

- **Shorter feeling wait times.** A visible, updated queue feels shorter than a silent one, because uncertainty is what makes a wait frustrating, not the minutes themselves.
- **Idle time becomes marketing time.** The same screen that calls numbers also plays promotions, menus, or announcements, so customers stay engaged instead of watching a static ticket.
- **Staff spend less time calling names.** Numbers move automatically from the backend, freeing employees to focus on the person in front of them instead of managing the line by voice.
- **Calmer, more orderly spaces.** A visible queue reduces crowding at the counter and the uncertainty that makes customers hover close by, afraid of losing their place.
- **Real time visibility for managers.** A cloud dashboard shows how many people are waiting and how quickly they are served, turning a line that used to be invisible into something a manager can actually see and improve.
- **Flexibility for any traffic pattern.** Because GOxCALL runs as a subscription, a business can support a quiet weekday and a packed weekend with the same system, simply by activating more queue groups when it counts.

The research backs this up. A randomized controlled trial in a hospital emergency department found that adding a digital queue management system cut patients perceived waiting time by more than half and significantly increased their satisfaction, even though the actual wait fell by a smaller

amount. Feeling informed mattered as much as being fast.

A Cloud Platform That Grows With Your Calendar

GO CAYIN poster removes the hardware requirement entirely. A business registers a free account at gocayin.com, downloads the CAYIN Signage Player App, and turns an Android TV, tablet, PC, or smartphone into a signage endpoint. Content can also be shown through a playback URL on any screen with a browser, with no app installation at all.

The platform includes a library of templates, fonts, illustrations, and animation effects, so a marketing team can produce a polished screen without a designer or a development request. Subscriptions can be upgraded, downgraded, or cancelled at any time, which turns signage from a fixed asset into an operating expense that tracks actual usage.



How GOxCALL Brings Queue Calling to Any Screen

GOxCALL, built directly into GO CAYIN poster, brings queue calling onto the same screen as promotional content. A single display can show a video, a text announcement, the current number being called, and a QR code for taking a new number, all at once.

Customers scan the code on screen, or scan a printed version placed at an entrance or waiting area, to take a ticket. Staff monitor the queue from a management console and can call numbers from a phone or tablet without returning to a fixed counter.

GOxCALL is billed per queue group on top of a GO CAYIN poster Professional Plan, so a business subscribes to exactly the number of service counters it needs. A quiet season might run on a single group, while a peak event can add several more, then scale back down once the surge passes,

keeping cost aligned with actual demand rather than the busiest day of the year.

Where a Smart Queue Makes the Biggest Difference

Sports events

Sports meets and road races often call athletes forward by check in order or by group before they reach the start line. A screen at the check in area lets athletes scan a code to take a number, while staff call numbers from the backend in sequence, giving every athlete a clear and confident view of their place in line.

Department store promotions

Anniversary sales and gift redemption events routinely create the longest lines in the store. With GOxCALL, shoppers take a number at the redemption counter and are free to keep browsing nearby, while the same screen plays promotional content and shows the current number being called. The line disappears from view even as it keeps moving, and the wait itself becomes part of the shopping experience.

Food service

Restaurants and beverage shops use the same setup to manage waitlists and order pickup. A customer takes a number on arrival, the screen shows the menu and current offers while they wait, and the counter never becomes a bottleneck that competes with the dining room for attention.

Clinics

Clinics call patients by registration order throughout the day. A waiting room screen shows the current number in real time and fills the rest of the space with health education content or clinic announcements, which keeps a waiting room calm and organized without asking staff to manage it manually.

Government offices with seasonal peaks

Some public offices only need to serve a large number of citizens for a defined stretch of the year, tax filing season being the clearest example. Rather than staffing and equipping enough counters to handle that peak all year round, an office can add queue groups for the weeks it needs them and scale back down once the surge passes, so cost tracks the calendar instead of the other way around.

Frequently Asked Questions

What is a digital signage queue management system?

It is cloud software that lets a screen manage a customer line and display marketing content at the same time. GOxCALL is the queue management module built into the GO CAYIN poster platform.

Do I need special hardware to run GOxCALL?

No. GOxCALL runs on GO CAYIN poster, a cloud platform that plays on an Android TV, tablet, PC, or smartphone through the CAYIN Signage Player App, or on any screen with a browser through a

autoplay URL. No server is required.

How does a queue calling system reduce customer frustration?

It keeps customers informed and occupied at the same time, showing the current number and estimated progress while playing content that holds their attention. Research on waiting consistently finds that informed, occupied waits feel shorter than silent, uncertain ones.

Can I add or remove queue groups as demand changes?

Yes. GOxCALL is billed per queue group, so a business can activate more groups during a peak season or event and scale back down once demand settles.

Is GOxCALL available outside Taiwan?

Yes. GOxCALL is available in multiple languages for markets outside Taiwan and requires a GO CAYIN poster Professional Plan subscription.

Built on Two Decades in Signage

GO CAYIN poster is a cloud product, but it is not a first attempt at digital signage. CAYIN Technology has built signage players, servers, and management software since 2004, with deployments across more than 100 countries and industries that include retail, food service, finance, healthcare, transportation, and government. GO CAYIN poster carries that experience into a subscription model, giving small and medium businesses access to signage management refined over two decades, without the infrastructure that traditionally came with it.

The best queue is the one customers barely notice they are in, because they are informed, entertained, and confident it is moving. That is what a digital signage queue management system is for, and it is now available to any business as a cloud subscription, without a single server to buy.





How GO CAYIN poster Connects

Cloud signage without the server

GO CAYIN poster runs entirely in the cloud, so a screen can go live as soon as a business registers an account and installs the player. There is no infrastructure to size, configure, or maintain before the first message reaches a screen.

- **CAYIN Signage Player App** turns an Android TV, tablet, PC, or smartphone into a signage endpoint in minutes, with no dedicated hardware to purchase or maintain.
- **Playback URL** displays content on any screen with a browser, for businesses that want to skip app installation entirely.
- **GOxCALL** adds queue calling to the same screen as promotional content, combining a video, an announcement, the current number, and a ticket QR code in one layout.
- **Flexible subscription plans** let a business scale queue groups and signage features up during peak periods and down once demand settles, so cost tracks actual use.

ABOUT CAYIN TECHNOLOGY

CAYIN Technology is a Taiwan based provider of digital signage solutions, offering media players, servers, and cloud software used across more than 100 countries. GO CAYIN is the company's cloud platform for small and medium businesses, giving them the signage and queue management capabilities CAYIN has built for enterprise deployments, delivered as a flexible subscription with no server and no dedicated hardware to maintain.