



## EDUCATIONAL DIGITAL SIGNAGE

Providing information in class rooms, lecture theatres, hallways or meeting areas can keep staff, students and guests informed about academic or extra-curricular activities. Digital Signage provides an up to date, engaging and efficient new alternative to delivering this information, replacing the traditional cluttered notice boards.

Digital signage networks can pinpoint a particular message to a targeted audience according to the screen location. Deliver a notice to History students in their faculty building or distribute an emergency announcement to the entire campus. Schedule time sensitive content or play on demand training material to a class. Digital signage provides a communication channel to a widely dispersed audience.

### Important Considerations for Educational Digital Signage

- 1. Who manages the network**  
– different messages from different departments?
- 2. Location of screens** – what message will each screen deliver and where are they located?
- 3. Multi-venue targeting** – multiple screens should be categorised for easy identification.
- 4. Security** – being a public network a password protected workflow and security feature is required.



### Goals of Digital Signage in Educational Facilities

- 1. Improve communications**  
– cover a wide area and cater for many different faculties.
- 2. Improve emergency procedures**  
– deliver clear and immediate instructions via digital screens.
- 3. Increase Revenue** – promote third party products and services.
- 4. Increase student participation in Union activities** – timelier delivery to a wider audience.
- 5. Cost efficiency and environmentally friendly** – reduce printing and distribution costs.
- 6. Entertain** – provide news, weather and entertaining content in casual areas around a campus.

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*We look forward to hearing from you*