BCNET

Shared IT Services for Higher Education & Research

Conference 2018

Digital Signage

A Power Solution to Manage and Communicate Messages Campus - Wide

Presenters

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On the Menu Today…

Beverage: Introductions

Appetizer: Service Overview

Side Dish: Using CoolSign & Running a Pilot

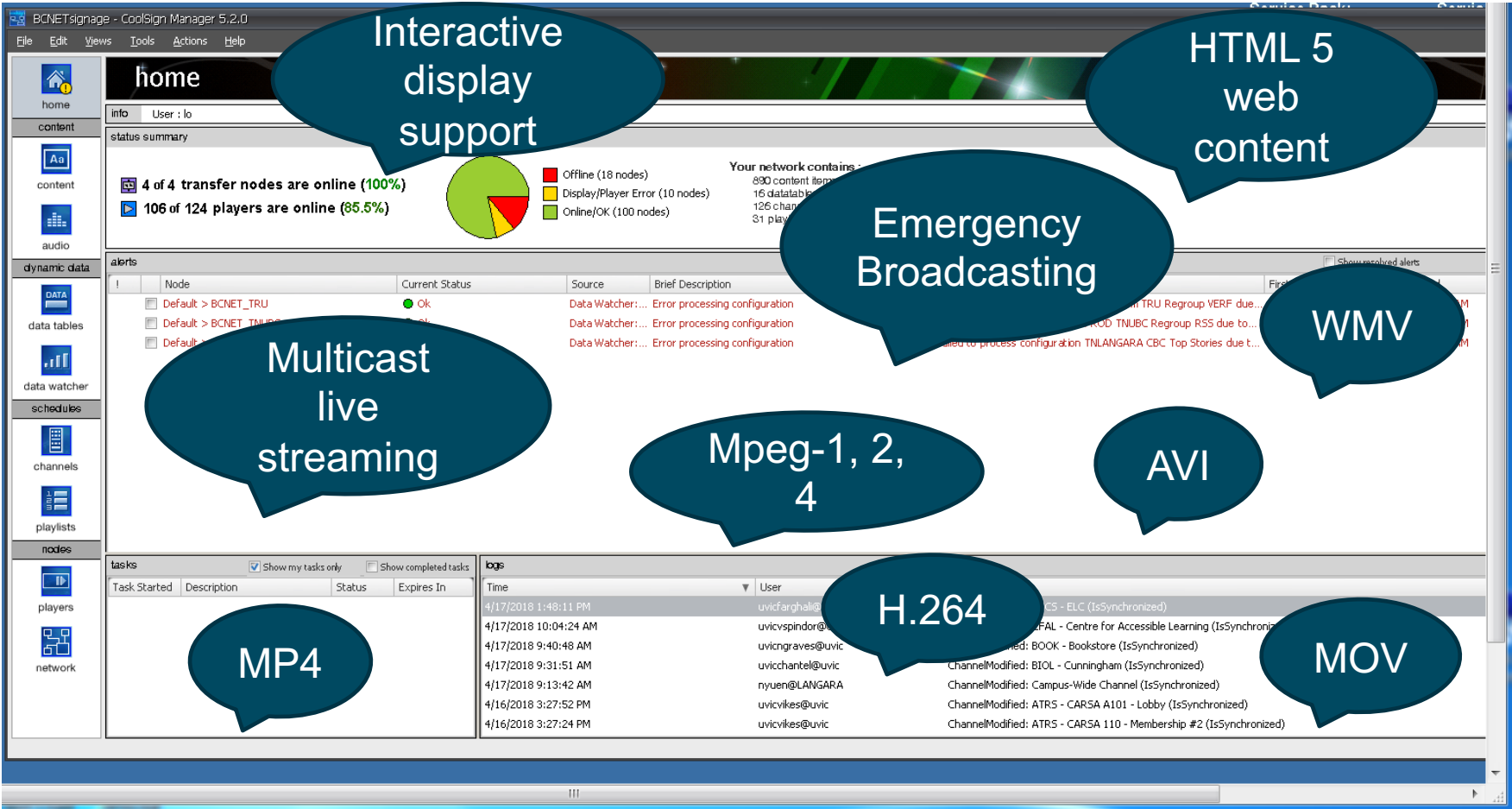**Main Course:** Digital Signage at TRU

Dessert: Q&A

Digital Signage - Service Overview

- Launched January 2017

- 3 institutions (+2 pilots)

- 143 endpoints

- Haivision

- CoolSign v 5.2

- Windows 7, 8.1 and 10

Managing Your Digital Signage Network Using CoolSign

Display your Digital Signage Content in 3 Easy Steps Using CoolSign

1. Configure your content's display characteristics

2. Add your content to a channel

3. Assign your channel to a display
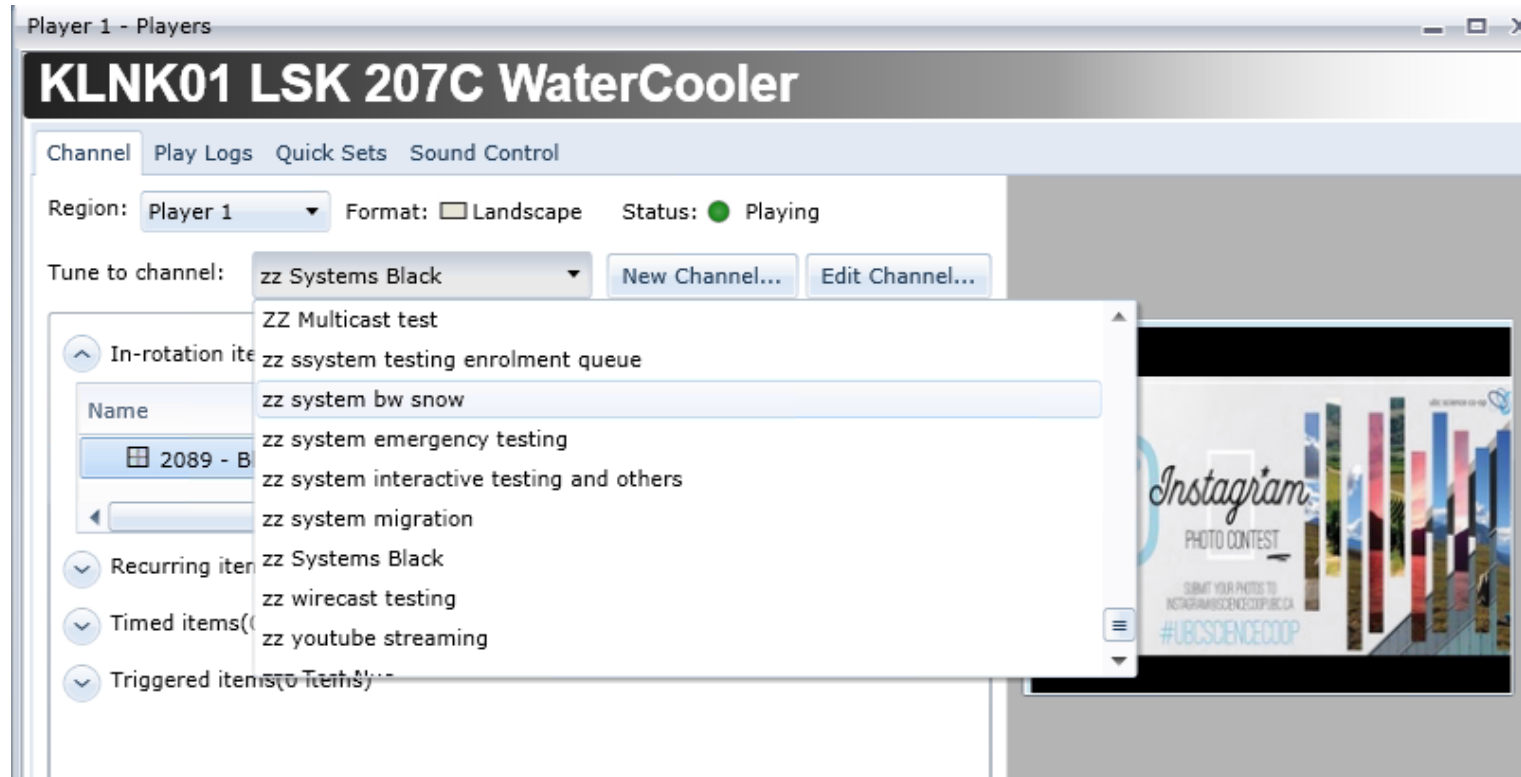
Running a Pilot Project

What You Need

Windows 7, 8.1, 10

Network connection

Content creator
Signage administrator

sysadmin

Digital Signage – Service Overview - Cost

Annual Cost

- Endpoint maintenance
- Server maintenance
- Service management
- EduCloud
- Ongoing support

*displays not included

One- Time Cost

- Endpoint license
- Server license
- Setup/ Training

*Example service cost for 10 endpoints (with **4 members**)*
First Year: ~$26,500
Reoccurring: ~$8,600

*Example service cost for 10 endpoints (with **6 members**)*
First Year: ~$22,400
Reoccurring: ~$6,800

Digital Signage at TRU

- **The Need**
  - ➤ Replace an aged / no longer supported system
  - ➤ Emergency notifications to screens from Re-Group

- **The Challenge**
  - ➤ Cost and technical support
    - • standalone (licensing, backend software costs, managing in-house)

      vs
    - • hosted (licensing, reduced back end costs and someone else maintain the service).

We don't have many buildings dedicated to particular Faculties so screens are used for all types of messaging.

Digital Signage at TRU

- IT partnered with TRU Marketing and Communications

- Project started by replacing and relocating existing 12 signs to high 'wait state' areas

  One of the goals is to have department/faculties manage the signs in their area and update content regularly along with Campus content being updated by MarCom

  This has been accomplished (some what) by using rss feeds from the TRU web site feed the players/screens

Training

- UBC visited TRU for demonstration and proof of concept.

- Once we decided to move forward, Wilson and Jamal from UBC came to TRU and provided training on;

  - Installation of end-point software and licensing (TRU PC support)

  - Marketing and Communications on use of the system to feed and display content

Digital Signage at TRU

New Uses

Career Education installing screens to replace bulletin boards – 5 locations on Campus

- Content managed and updated by department

System has the ability to accept live streaming to the screens, we are planning on using this ability for our June convocation.

Digital Signage at TRU

Last Thoughts

Technology piece has been straight forward, the challenge has been resourcing for the updating of the content.

Fresh and relevant content is important!

It's not the cost of the system, it's the resources that you put into the content… that's the key!

Thank You