DIGITAL SIGNAGE APPLICATIONS FOR
EDUCATION
Special Report

EDUCATION
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Student Council Meeting

st tuesday of every month
Library 2pm

New Cafe Opens This Monday

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Improving Campus Experiences with Digital Signage

Let's face it... students are today's most connected social demographic ⋯ tweeting, blogging and posting with digital sources of information. Digital is their world.

Digital signage provides timely, relevant information using a technology that is relevant to the student community. It's interactive, flexible and promotes active participation. When is the time right? Now!

Grab the attention of your students - while at the same time improving communication to your faculty, staff and visitors. Every day, more and more schools, colleges and universities are turning to digital signage to inform, educate and alert their campus stakeholders.

A shift from traditional paper based communication towards digital is inevitable and an organisation that persists with older, less effective mass media channels, is potentially failing its key stakeholders. Digital signage will not only visualize your message, but also reduce the clutter of traditional paper-based signage.

Imagine having a dynamic way to show school events, building directories, campus mapping, emergency messaging, all integrated into one easy to manage system. It makes perfect sense. As with any communication, the success of digital signage is governed by the content. Achieving synergy with the messaging and design to create cohesive content is vital. [See more about this under 'Designing Content' on page 7].

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Inform, Advertise, Navigate & Interact

In essence, educational environments are all about informing, educating and communicating – and here's the great synergy with Digital Signage applications. Digital signage is helping educational institutions from K-12 to the university level achieve a variety of communications objectives more easily than ever before.

Primarily positioned in common areas such as cafeterias, student lounges, libraries and facility lobbies, these communication networks provide a critical link between administrators, students facility managers.

IMAGINE...

celebrating real-time academic achievements to your school community

promoting an extracurricular event

sharing a major sporting milestone or win

APPLICATIONS

- ▸ Emergency messaging
- ▸ Campus mapping
- ▸ Event display
- ▸ Display class schedules
- ▸ Donor wall applications
- ▸ Library events & visitor information
- ▸ Campus network TV channel integration
- ▸ 3rd party advertising for income generation

Emergency Alerts at Schools, Colleges and Universities

Campuses are not immune to the threats and events that challenge every local community – potential weather disasters and threats to personal safety can occur and require appropriate action on campus. In times of crisis, digital signage displays can be transformed into an emergency communication system, allowing staff to post visual alert messages quickly.

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Messaging of the Future

Today, digital information is everywhere. Consider the numerous ways that digital signage can be used at your School, College, TAFE or University:

▸ Notify students, staff & visitors of emergencies

▸ Increase campus safety

▸ Show detailed maps for easy navigation

▸ Notify students of upcoming events, deadlines etc

▸ Integrate with your campus network TV channel

▸ Display top news stories & live internet content

▸ Display menus for campus restaurants & café

▸ Improve awareness of policies and regulations

▸ Synchronise geographically scattered campuses

▸ Encourage a certain action, response or behaviour via touch screen messaging or QR codes

IMAGINE...

relaying stories from students, staff, benefactors or alumni

playing videos from alumni to spread key institutional values

announcing special features from the library or cafe

WHERE?

Ideal locations for indoor or outdoor digital screens, kiosks, tables or displays include:

▸ Building lobbies

▸ Outdoor campus locations

▸ Campus eateries

▸ Students unions

▸ Campus facility entrances

▸ Conference centres

▸ Drop off/parents zones

▸ Large glazing areas

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Navigating made easy!

A digital signage network is far more than signs on the wall. With hundreds of people working in your facility, digital signage can help you effectively communicate with all of your staff and guests.

With built-in wayfinding technology, you can efficiently direct people throughout your workshops with interactive digital touchscreens. Getting people where they need to be is no easy task in a large manufacturing facility.

From any point in the corporate space, wayfinding tools can be utilised to create the perfect fit for your visual mapping needs.

WAYFINDING DIGITAL SIGNAGE OPTIONS:

▶ Step-by-step directions: Similar to popular online mapping solutions, with directions to allow you to provide your users with enhanced functionality that will guide them to their destination.

▶ Path Drawing: Intuitive back-end functionality allows a directional path to be drawn from one point to another, giving your users visual directions to their destination.

▶ Dynamic Wayfinding: A link between your event list and map allows you to associate an event with an animated icon on the map.

▶ Static Mapping: Digital maps are an eye-catching addition to any digital sign and are proven to attract the attention of your users over standard, printed signage.

The Message is King!

It's true. The success of a digital signage network depends entirely on the content.

By design, digital signage content must follow your overall business and marketing strategy. It must complement the other visitor orientated activities of the location and must be current, relevant, meaningful, interesting, motivating and evoke emotion for your guests.

The good news? Digital display signage is easy to configure, boasts HD picture quality, and allows for the management of multiple display boards from one central location. That means your content can always change when it needs to, and unlike information on paper signs, it will never fray or be torn down.

IMAGINE...

Moving people read static messages and static people read moving messages
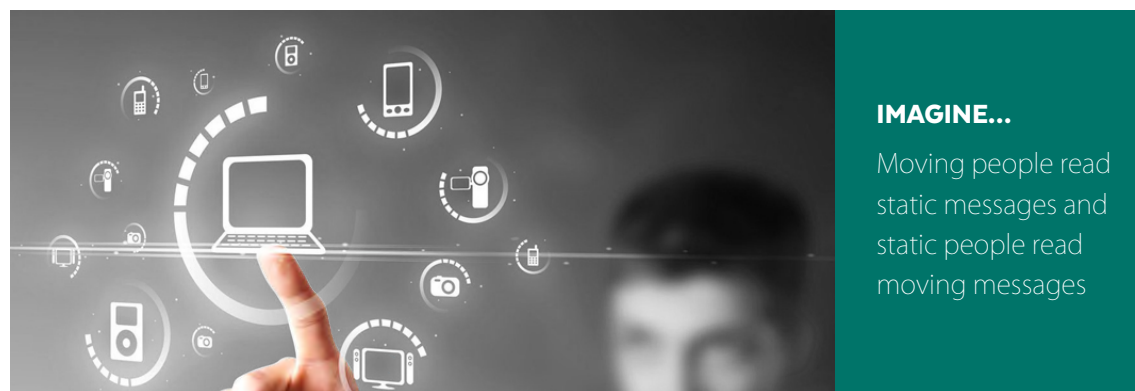
It's also important to get the length of messaging right. The type and length of your messages depends on the location where these will be delivered. Long messages will never work in corridors and highly trafficked areas as visitors will not be able to take them in.

Call-to-actions, such as "scan this QR code for today's presentations" are ideal for places where clients spend more time such as waiting areas and meeting rooms.

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Is the Position of Digital Signage Important?

Yes! As in most things, location of digital signage is critical.

One of the first questions you will need to ask yourself before deploying a digital signage system is where should the screens be located? The answer is simple: in those key areas where your target audience is to be found most often.

Identify daily routines and traffic flows to identify the most appropriate locations. Usually, these are:

Reception: First impressions really matter. It's important to present key facts about your institution, achievements and other news to first-time visitors, students, parents and collaborators.

Corridors/Lift Lobbies: Given the large foot-fall of this area, a screen in this location will enable you to reach a large proportion of your staff and students with no extra- effort. For maximum impact, keep your message short and poignant and use imagery to attract their attention.

General Meeting Areas: Such as the Student Union, Sports Halls, Common Rooms, Arts Centres.

IMAGINE...

a sale in the Bookstore with a digital message plus animated logos, text, photos and video clips that change every few seconds. No print poster can do that.'

Library: The display of booking conditions and deadlines will prevent students from incurring fines and the library from losing its resources.

Canteen areas & cafeterias: Lunch breaks are ideal moments to send more elaborate and informative communications to staff & students and deliver a sort of digital newsletter that nobody can miss.

Career Centres: Advertise the latest internships and job opportunities, communicate the application procedure and share interview tips & advice to students looking for work experience.

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Technology Made Simple

Software takes the complexity out of creating content as well as scheduling and updating digital signage makes it fast and easy for retailers to entice and engage customers in unique ways that use an informative style rather than a hard sell approach.

Networks of screens offer you a dynamic, exciting method to communicate with your guests and visitors. It becomes simple to inform them about events, display messages or exhibit work. All you need is a standard PC or Mac, an Internet connection and a few photos, videos and RSS feeds to play with and you're all set.

DIGITAL SIGNAGE IS EASY TO USE!

Drag and drop user interface

Integrates with familiar
Microsoft programs

Integrates with existing event
or other management systems
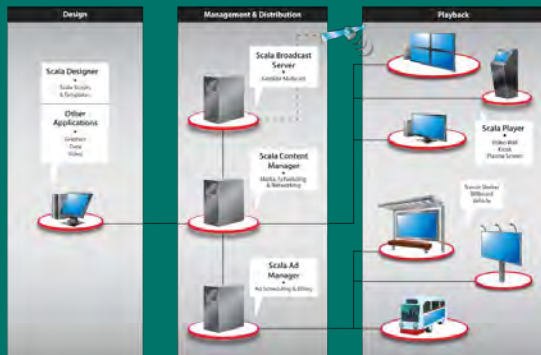
Digital signage is ultimately flexible. Within minutes, messages can be displayed, updated or corrected. You need a computer with an Internet connection. Information can be streamed in real time from websites to display the latest newsfeeds or live video and TV.

MAIN ELEMENTS THAT WILL NEED TO BE CONSIDERED:

1. Content: namely the message (text and imagery) you wish to display on the screen

2. Hardware: the screen itself and the Media Player that stores your content and sends it to the screen. Do you want to display the same information on all screens, or vary it between screens?
   ▶ One media player: to display the same information on all of your screens
   ▶ Two plus media players – to display different information on different screens

3. Software: this allows you to upload and schedule your content. It speaks to the Media Players transferring information to the screen(s). Your content is uploaded, scheduled and published, prior to being redirected to the Media Player(s) selected. The entire operation takes seconds allowing your message to appear on your screens in almost real-time.

4. Installation: Your screen will need to be mounted on or into a kiosk, table, wall or plinth, and media players will need to be configured. You are now set to go.

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Harmonised Communications

Social media is at the heart of people's communication nowadays and ignoring it means losing immense opportunities of connecting to them and bridging generation gaps. Whether at home, or away, people rely on technology to guide them.

Digital signage, far from being a communication medium on its own, can be used to complement a hotel or hospitality venue's social media presence. Visitors want, need and expect fresh communications – changing digital images and message will make screens more attractive to watch, transforming them into reliable sources of information that visitors consider worth viewing.

IMAGINE...

stream live tweets on your screen to promote to potential visitors

advertise real-time offers, announcements, TV ads and events information

engage with visitors - know that your messages are being heard

How does it work in a nutshell? Your digital signage network directs viewers to Social Media which prompts them to visit your Website.

Let's not forget other communication channels too: - such as magazines, newspapers, radio, TV channel or internet. All still very relevant, and could be promoted and advertised through digital signage messaging.

Instagram

f

Pinterest

Cost Effective Communications

REDUCE COSTS

Even as your digital signage network is making money by increasing sales or generating advertising revenue, it's saving lots of money, too. A digital signage network does this by:

▶ Eradicating the cost of printing old-fashioned posters or billboards

▶ Replacing of printed collateral, such as brochures

▶ Cutting the expense of getting materials from the printer to multiple locations

▶ Eliminating labor required to take down old static signage and hang updated signs

▶ Reducing TV advertising costs by conveying video messages elsewhere

Digital Signage as a Revenue Stream

Digital signage systems provide an additional revenue opportunity by offering prime advertising space for partners, retailers and stakeholders. Examples include:

▶ Food retailers/cafe displays and promotions

▶ Tourism companies - special promotions

▶ Car hire company advertisements

With multiple rotating slides, integrate advertising space tastefully and make the decision to adopt digital signage even more economical.

A VALUABLE SALES TOOL

Digital signage is a powerful motivator and driver of increased sales leaving old-fashioned, printed signage far behind. How?

▶ Boosts your profits through the sale of advertising space

▶ Lets you experiment with different pricing models in different locations.

▶ Commands attention by displaying targeted messages focusing precisely on the thing you want to sell more of.

▶ Can use video and animation to build a more engaging message.

▶ Can be customized based on the location, the time of day or what's in and out of stock .

We're ready to start talking! Speak up now about your next project or idea.

P (08) 9274 5151

E tim@signsandlines.com
paul@signsandlines.com

yapdigital.com.au

Yap! Digital, 5 Meliador Way, Midvale, Perth WA 6056

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