



CASE STUDY

University of Adelaide Medical & Nursing School

Digital Touchscreen Kiosks



Yap!touch
interactive touchscreen displays

University of Adelaide Medical & Nursing School

Digital Touchscreen Kiosks

A Technology Rich Solution Ripe for the Student Market

Gone are the days of the campus poster invasion!

Forward thinking universities and colleges are recognising the huge value of touchscreens and LED advertising displays, with their ability to entertain, educate and promote. Tech savvy students are ideal candidates for digital signage which makes it a natural fit for the hub of campus life.

Case in point, University of Adelaide's Medical & Nursing School.

This recent Yap!digital project for NEC's client, The University of Adelaide, involved the supply of 9 touchscreen kiosks for the Medical & Nursing School. The solution included five single sided floor mounted kiosks, and four wall mounted touch screen kiosks. Our housing was designed to suit NEC's 46" large format display panel, with purpose built metal enclosures to protect the various devices. The kiosks have a full toughened glass face with a PACP 20 point capacitive touch overlay film on the inside face of the glass to give the kiosks their interactive 'touch' functionality. The University intends to use the kiosks for wayfinding, student messaging and promotions. The solution has a web camera and a human sensor so the screen goes into a less bright 'energy saving' state until it senses a human.

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In this Case Study we explore three important features of our project that we believe should be considered in campus style environments.

FEATURE 1 - Unique Energy Saving Features

A university campus operates 24/7 but some areas are less frequented than others, or may not be in use for much of the day or night. With this in mind, our Capacitive Touch touchscreens offer an energy saving feature that includes a human sensor. When movement is detected the screen will transition from a dull state to brighter resolution and, after a period of no activity, revert to dull again. This clever energy saving technology is thought to reduce the amount of power and reduce wear and tear on the components of the TV, which is in-line with the Universities goal to reduce its energy footprint.

Finance departments and environmentalists love the energy saving features of smart technology. And, with print budgets reduced significantly, the days of posters in every corner of a campus are going, going, gone!



FEATURE 2 - Important Guidelines for Campus Digital Signage Content

As with all marketing and communications projects, it is important to ensure that university messaging is effective and on-brand. By nature, a university campus is a diverse and complex environment, and the challenge is to meet the needs of all stakeholders in a consistent and planned approach.

The University of Adelaide's digital signage content is managed centrally via a Hub Central. In addition to central messaging, maps, wayfinding and safety messaging, the Hub Central offers digital signage content to other faculty, service and student groups – on the proviso that they promote and advertise their wares following Digital Signage Guidelines. In other University's around the globe, a Digital Signage Policy is used to maintain the integrity of the digital signage system.

We recommend the following points are incorporated into published Guidelines that maximise the messaging success of digital touchscreens and advertising screens:

- Develop a Digital Signage Policy so everyone is aware of the purpose, design, content and usage objectives of the screens.
- Use a published Guideline to outline scheduling, appropriateness, monitoring and permission information.
- Outline Content submission Guidelines that are used for assessment and approvals prior to publishing.
- Offer Guidelines on sizing, image size, image format

and font size are outlined to avoid illegible or inconsistent messaging.

- Indicate how long images are displayed on the screen eg. a set time of 15-20 seconds.
- Language Guidelines eg. content must be in English to cater for the wider community of domestic and international students.
- Outline any content preferences. eg. priority is given to universal, inclusive messages for the whole student body as opposed to those that exclude one group or another.
- Promote templates and images that include a QR code or links to further information are encouraged.
- Upgrade options for video content.

To increase the efficiency of the Hub Central digital screens, the University of Adelaide encourages students to look online for more information and discourages messaging with too much writing.

FEATURE 3 - Way Finding

As with any large campus, wayfinding is always an important feature. Digital signage affords campus management the ability to deliver this in a whole new way compared to static maps of days gone by. Students select their faculty, facility or service building and instantly click on a building room, or name or reference. A red line will indicate the most direct route to that room and outline any other features of interest along the way eg. toilets, café, library, car parks etc.

What better way to promote the latest events, activities and news with visually impactful, interactive digital signage.



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

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