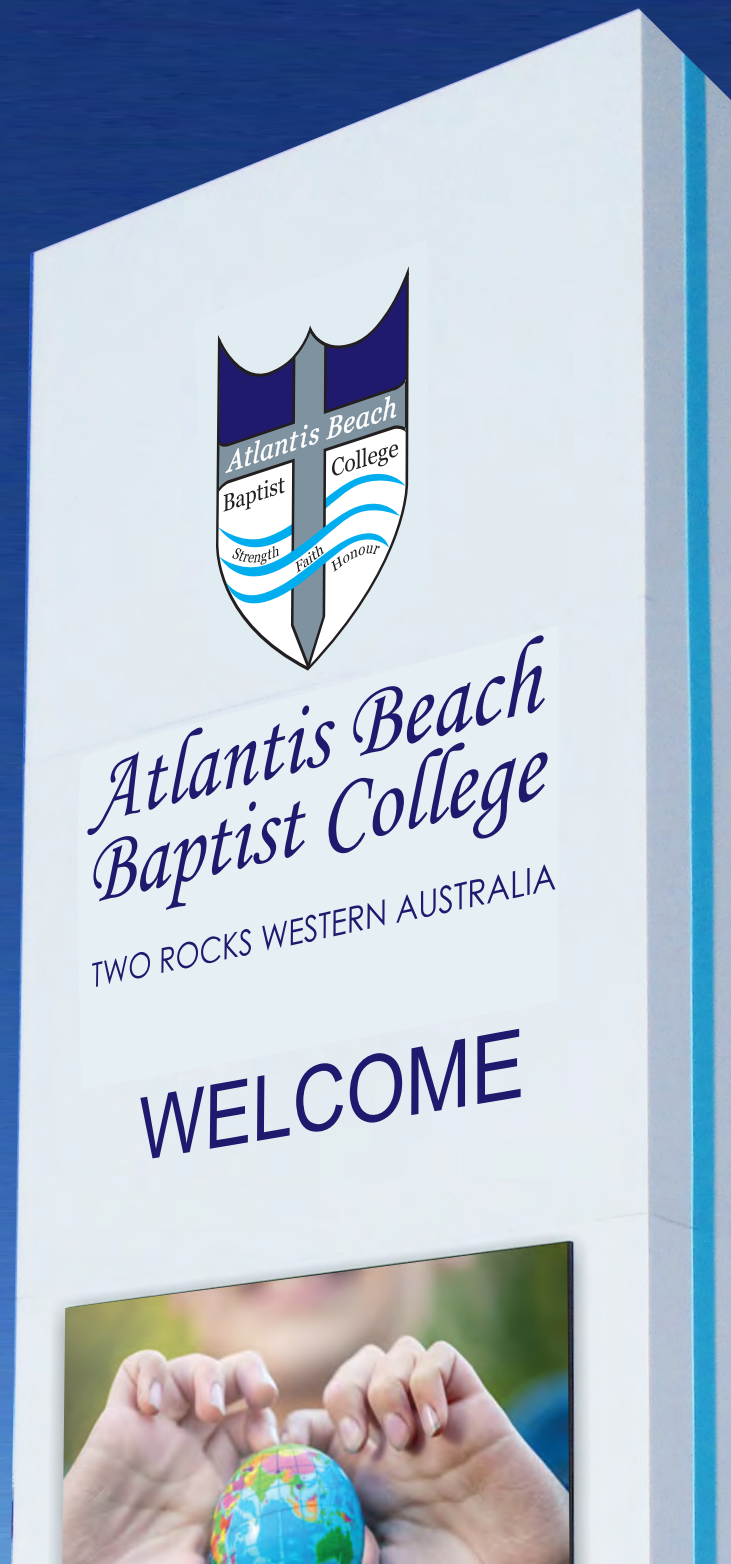




## CASE STUDY

### Atlantis Beach Baptist College

Digital Pylon Sign



**Yap!total**  
the ultimate digital signage package

# Atlantis Beach Baptist College

## Digital Pylon Sign

When school administrators need to communicate immediately with hundreds or thousands of students, how can they do it effectively and affordably? With dynamic digital signage!

Schools, colleges and universities are increasingly recognising the value in digital signage incorporated into their major directional signage. Case in point, Atlantis Beach Baptist College that has just opened in Two Rocks, WA.

True to their word [as stated on the College's website], the new digital entry signage fits well with their ethos of "a creative and innovative co-educational private Baptist College"...

### A digital solution for the 21st Century

The Atlantis Beach Baptist College's creative and innovative 21st century solution was commissioned by Acumen Development Solutions in 2016. The Yap!digital team were chosen to design, manufacture and install a major vertical sign at the main entry point to the College.

Standing 6 metres high, the pylon was fabricated from an internal steel super structure with square steel sub-frames. It was clad with 3mm ACP with artwork digitally printed, cold gloss laminated and applied. Included on both sides of the pylon were two 1600mm x 1280mm P10 digital screens, powered by a Brightsign media player.





## Why does Digital Signage work so well in the Education sector?

Educational institutions of all sizes are finding out they can do so much more with the power of dynamic, versatile digital signage.

Here are the top 6 reasons all schools can benefit from campus digital signage:

### 1. Safety:

Keeping students safe is a top priority for all schools. When integrated with an emergency alert system, digital signage that is placed strategically around a campus can help notify students, faculty and visitors of emergencies such as weather, electrical outages etc. The digital signs can also inform what actions the students need to take to remain safe.

### 2. Event Promotions/Announcements:

Digital signage in schools can be used to display automated event listings. Updates about job fairs, dances, sports or charitable events will be easily seen on the digital displays. This will call attention to important events and drive attendance.

### 3. Lunch Menus:

Digital menu boards in school cafeterias can be used to promote healthy food choices. Highlighting nutritional information calls attention to nutrient contents, prompting students to be more conscious of what they're eating. Healthy entrées can also be promoted to encourage students to purchase these meals instead of pizzas or burgers. The digital displays can also be used to direct traffic during lunch, so the lines move faster and students have more time to eat.

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### 4. Campus Maps:

Digital signage is great for wayfinding. Building directories and wayfinding displays are essential for assisting new students and visitors orient themselves with the campus. Administrators of multi-campus universities should consider implementing interactive digital signage which will make wayfinding even more engaging and fun.

### 5. Instant Management of Communications:

Digital signage software is internet based so it can be accessed from anywhere — great for remote management. Digital signage apps and content widgets automate the gathering and delivery of information. With features such as playlist management, multi-user roles and comprehensive scheduling, the digital signage CMS does most of the work. School administrators can adopt a “set it and forget it” content management approach that is more efficient and effective than traditional signage.

### 6. Cost Effectiveness:

In addition to reducing paper and ink consumption, digital signage in schools can also help increase ticket sales to school events, encourage alumni and parents to contribute via recognition programs, and boost attendance to fundraising festivities by increasing awareness of these events.

### 7. Time Effectiveness:

Forget about hanging posters, tacking up handmade signs in hallways, or sending memos to teachers. Communicating this way is not only archaic, but it's also impractical and time-consuming. Posters and signs get ripped or torn down, busy teachers can forget to deliver messages, and school administrators may find themselves dealing with upset students or parents who never received important information relevant to school operations.

## The Digital Advantage

As the most efficient and affordable method of getting the word out on any size school campus, education digital signage is essential to streamlining campus communication and sustaining superior communication protocols for K-12, college and university campuses.





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

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