EDUCAUSE 2010 Annual Conference

Oct. 14 Digital Signage Discussion Group

Session Facilitator: Theresa Rowe, Chief Information Officer, Oakland University, rowe@OAKLAND.EDU

This group met to discuss digital signage projects. The discussion was open-ended and unstructured, so that we could have a broad brainstorming session.

NOTE
Digital Signage Expo

Las Vegas

February 22-25, 2011

www.dse2011.com

Key Points:

* Digital signage projects
	+ Multiple components: centralized server hardware, distributed signage hardware, software, messaging, governance
	+ Needs involvement from multiple constituencies: IT, networking, campus safety, academic offices, electrical, facilities, web developers, students
	+ Decision point: departmental or divisional systems
	+ Decision point: Appliance (hardware) –based solution or software-based solution
	+ IP based (no one emphasized a non-IP solution)
	+ Can we consider wireless, cellular
	+ Participants that had implemented smaller scale independent projects were re-doing the systems to centralize and standardize solutions.
	+ We need to identify successful project role models.
* Features that were discussed or required for systems
	+ Centralized and decentralized administration
	+ Ease of administration
	+ Emergency messaging overrides
	+ Scheduled messaging
	+ Interactive / touch screen
	+ Pixel shifting
	+ Message templates with display real estate management
	+ Selling advertising on specified real estate
	+ Solid state device
	+ ADA compliance – administration, display, installation
	+ Installation aesthetics
	+ Content approval mechanism
	+ Preserve legacy installations wherever possible
	+ Scalability
	+ Cache-ing / hardware / storage
	+ Content ingestion
	+ Live video feed
	+ Specify display resolutions
	+ Pixel shifting
	+ Sound considerations
	+ Solid state players
* Build a business case
	+ Revenue / cost off-set (consider advertising, charge-backs)
	+ Sink project costs into an existing capital project (new build)
	+ Way-finding
	+ Emergency messaging strategy
	+ Consistent marketing / messaging
* Vendors
	+ Cisco and partners
	+ Four Winds
	+ Samsung
	+ WebDT
	+ Tightrope
	+ Rise Display
	+ Visix
	+ Burst Point
	+ AMX
	+ Media Tile
	+ Scala
* Potential problems, road-blocks, obstacles, cans of worms
	+ Need messaging czar, strong process
	+ Issues of control and organizational politics
	+ Large installations report having a full time central administrator
	+ Can have licensing issues on content (like video)
	+ Building and ADA codes can be issues – installation retrofitting, aging buildings, appearance of unit, historical buildings require specific installations, consider walls and flush installations, height of display
	+ Need to plan messaging to avoid template screen burn
	+ Maintaining interest drivers
	+ Need resources (hands) for fresh content
	+ Avoid PC solutions, consumer quality devices
	+ Touch screen high failure rates