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