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brightsign.biz
ethz.ch
mediasolutions.ch

XD1032 digital signage network players drive Panasonic projectors and a combination of 40-, 55-, and 65-inch NEC or Samsung monitors located in reception areas and other public areas to provide information to students, staff, and visitors.

Content is stored on the University's own servers and managed by communication officers in each department. The 25 players driving projectors in the lecture theaters are part of the infrastructure of the theaters, and fully integrated into the touch control panel in each room. Lectures taking place in one theater can be streamed live to other theaters on the campus through the players, allowing the university to scale capacity easily for popular events and lectures. They can also be used to playback video content during lectures.

The network was designed and installed by Armin Brunner, head of Multimedia Services at ETHZ, and supported by Daniel Regli of Media Solutions. "BrightSign is really perfect—we have never had any problem with stability with these players. You can switch the power off and on at any time without risk of corrupting the hard disk drive. We no longer have issues with Windows updates, errors, or pop-ups. The new network is a lot less trouble than the previous network."

ENGAGING NOW AND 2025

The mission of the Health Sciences Library at the University of Washington (UW) is to advance the healthcare fields through scholarship, research, education, and access to information resources. "Transforming learning spaces and medical libraries for the researchers and investigators working in a university in 2025 is going to require bona-fide interactive spaces that have been tested

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diversifiedus.com
necdisplay.com
washington.edu

for proof of concept," said Tania Bardyn, associate dean and director of the Health Sciences Library.

A 2x3 video wall comprising NEC X555UNV 55-inch displays was installed in the library to help health sciences clinical researchers analyze and visualize data, and give researchers the ability to send six different sources from various devices to any or all of the displays. "Everyone needed to be able to access and share the system, and it needed to be simple to use, so that various users and groups didn't need to be an expert on all the technologies," said Laurie Simon, sales account executive for integration firm Diversified. Users can bring their own devices or use the university's computer tower for data visualization projects, 3-D imaging, and presentations.

"We do have other digital signage on campus, but typically it's used more traditionally for displaying events and [for] student lounge areas," said Emily Patridge, assistant director of clinical research and data services at the UW. "So, it's kind of cool that we took the same product and transformed it into something researchers can use for data visualization and 3-D imaging projects. It's been a really big success."

## TAKING THE STRESS OUT OF ON–CAMPUS HOUSING SELECTION

University of Kansas (KU) chose Visix to make its campus housing search and selection process easy and fun. The project is part of KU's commitment to streamlining the process of finding good housing.

The solution mirrors information available on the KU student housing webpages, but adds real-time information on which units are currently available, and more detail about the actual living spaces. Using Visix's interactive housing project, information is automatically updated, so it's always accurate and current, and students only see units that are available.

The Start screen features three different color-coded ways to search for housing. Interacting with the yellow area gives you three types of buildings to search—apartments, residence halls, and scholarship halls. When you select one of the structures in any of the building categories, you see a picture slideshow that shows a large photo of the exterior facade and several pictures of interior spaces. You also see available housing with specific information, such as how many people each unit is for, a floor plan with dimensions, a listing of amenities, and the cost for a school year.

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ku.edu
visix.com

Providing three options for sorting through the available information makes things much easier. This takes into account different priorities and styles of information searching, and gives the students a more consumer-like experience when searching for and referencing on-site housing.
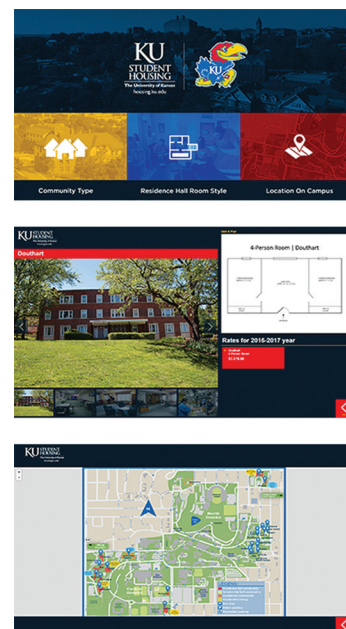
Epson's Pro L-Series digital signage solution for the networked campus features large-venue laser projectors. Ranging from 6,000 to 25,000 lumens, the Pro L-Series projectors are the first to integrate a laser-light source with an inorganic phosphor wheel and inorganic LCD panels for outstanding image quality, durability and reliability, delivering up to 20,000 hours of virtually maintenance free operation. The Pro L-Series delivers true-to-life color reproduction with precise detail, blending capabilities and can be installed 360 degrees in any direction for off-axis positioning—turning any floor, ceiling or wall into an immersive digital signage display. **epson.com**

Haivision's CoolSign is an enterprise-grade digital signage system, offering reliability and scalability with advanced content management, scheduling and powerful dynamic data capabilities. CoolSign provides a simple approach to managing and distributing digital signage with fully integrated live IP video content. Corporate and campus signage networks can incorporate live broadcast content with dynamic digital signage with a simple, reliable and scalable system. CoolSign is designed to make planning, scheduling, distributing, and monitoring media content across the network a simple and repeatable process. Users can manage and control content from an array of devices, from desktops to mobile devices to tablets. **haivision.com**
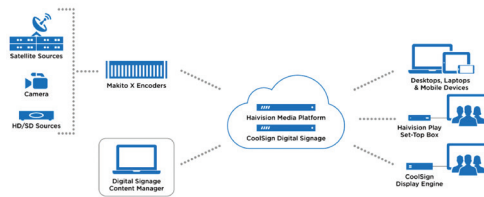
Intel Unite is a wireless solution that enables users to start collaboration quickly and share content seamlessly, driving maximum productivity. The Intel Unite solution is built on top of the Intel Core vPro platform for trusted performance, security, and manageability for IT and facilities managers. It works with digital signage to create an immersive experience that moves beyond static content to power interactive collaboration. You can now use your digital display for meetings, collaborating and sharing content ad hoc or planned. The result is new possibilities in how digital displays are optimized that move beyond the traditional usage. The combination of the Intel Unite solution and digital signage is creating new immersive engagement that has the power to positively disrupt how we collaborate. **intel.com**

Leyard LED MultiTouch Video Wall display is a completely seamless interactive LED video wall and is currently available in 0.9mm and 1.2mm pixel pitches. This solution revolu- tionizes interactivity for narrow pixel-pitch LED video walls by offering a smooth and durable LED touch surface. Its superior visual performance is enabled by the patent-pending Leyard PLTS (Pliable LED Touch Surface) technology. The wall allows for up to 32 simultaneous touch points, enabling multiple users to interact with the video wall at the same time. **leyard.com**

Mvix XhibitSignage is a content-rich, cloud-based digital signage software. It is the central application for all Mvix needs, from building and distributing dynamic content to managing a display network of digital signs, touchscreen displays, video walls and 4K displays. The cloud-based software can be accessed from any computer with an internet connection. This allows for remote management and centralized control of a signage network for data integrity and message consistency. XhibitSignage is free for Mvix customers; it does not include any licensing or subscription fees. Users have access to an array of pre-built visualizations coupled with industry-standard data formats and sources. The workflow is standardized across all embedded apps and widgets via a three-step process: Select a theme/visualization, select data source, and type "publish content."**mvixusa.com**

NEC's 55-inch Ultra Bezel S-IPS Video Wall Displays (X555UNV) are designed for building video walls to be deployed up to 10 by 10 panels. The displays utilize S-IPS panel technology for off-angle viewing and less color shift than traditional video wall panels. Its advanced technology includes direct LED backlighting that reduces power consumption and improves brightness uniformity. Designed to handle 24/7 operation, the displays have internal temperature sensors with self-diagnostics and fan-based technology. The displays are ideal for broadcast, retail, command, and control, as well as any conference room application. **necdisplay.com**

Panasonic's TH-55LFV70U is a 55-inch ultra-narrow bezel-to-bezel full-HD LED display. The ultra-narrow bezel results in joints that are only 3.5mm (0.14-inch) wide for video wall installations. Even in large-screen configurations, the screen borders can barely be seen, resulting in powerful and natural images. With a 178-degree-wide viewing angle, no information is lost when viewed from angles.

The terminal board for the TH-55LFV70U is equipped with a DIGITAL

Networking the Digital Experience

about creating a scalable solution." Sharp's PN-Y Series professional LCD displays are a affordable, scalable and versatile. "While one solution might work well in the short term, it might be necessary to add additional features to it, such as an RSS feed or images and videos," she said.

As technology managers and other staff charged with deploying "digital signage" become more involved in the overall process, new and overlapping applications are emerging. "The pervasiveness of digital signage continues to grow, and so does the opportunity to drive transformation," said Kaitlin Murphy, Intel's director of marketing for Business Client Platforms. "We're creating a new way to use digital signage to collaborate. We've integrated Intel Unite, our collaboration solution for easy connections and content sharing, to digital signage displays. For areas like manufacturing, now employees can take over the screen and use it to host stand-up meetings and collaborate in real-time and when they're done, the screen returns back to displaying its original company content. For us, it's about optimizing digital signage to drive maximum value that goes beyond its traditional usages."

When thought of as a complete ecosystem, integrated digital displays can be used more efficiently throughout an organization. "Simultaneously, campus communicators are more effectively integrating and presenting auto-updating content like event schedules, community calendars and social feeds to draw viewers into the real message they are trying to convey," said Visix's Matthews. "These data-driven content sources allow communicators to deliver a continuous stream of content that is timely and relevant without having to hire additional staff."

"The focus on changing lobbies with these solutions are increasing opportunities for enhancing the brand, and for new ways to create impressions," said Rich Ventura, vice president, Business Strategy at NEC Display.

IOT IS THE DIGITAL EXPERIENCE

The Internet of Things has accelerated every aspect of what was once known as only as digital signage. "Digital signage is the window to IoT," said Samsung's Gazzola. "From airports to transportation hubs to cinemas and arenas, digital signage is not only a branding initiative, but also a way that businesses can collect data analytics from customers. Samsung is committed to IoT and full connectivity by the year 2020, and digital signage is a huge part of that goal."

Ultimately it is all about connectivity, creation, and dissemination of information, Premier Mounts' Dozier added. "The objective is to pro-

The ZU510T-W WUXGA phosphor laser projector features a laser phosphor light source of up to 20,000 hours of operation, making it a reliable, cost-efficient and low maintenance option for digital signage needs. With 5,500 lumens, the ZU510T-W produces incredibly bright, detailed images, and features a fixed lens with horizontal and vertical lens shift and built-in four corner correction for maximum flexibility.

vide useful data wherever you are, whenever you want it, and on any display device. The quality of the content and how seamless we make the interface will determine how much it is used and to what degree of success." In the final analysis, no matter the venue digital signage "becomes a canvas to communicate messages to thousands of unique visitors each and every day," she said.

Networked Campus Signage Installations

HISTORY DOESN'T STAND STILL

The History Pavilion located in the conference center at the West Des Moines, IA, headquarters of Hy-Vee, one of the largest Midwest supermarket chains, highlights the company's achievements and leaders since its inception 86 years ago. It pays tribute to Hy-Vee employees, a central focus of the company's culture and values.

Integration firm Dimensional Innovations was responsible for designing and building a tech-heavy experience in the entry area that has the flexibility to evolve with the company.

Conference Center visitors can interact with 20 motion-activated touchscreens, as well as six 360-degree NanoLumens screens within the space. Features include a 40-Year interactive wall where visitors can search for any individual who has been with Hy-Vee in the last 40 years, historical artifacts, and interactive videos featuring the leadership team and the company founders.

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digitalsignageexpo.net
dimin.com
hy-vee.com
nanolumens.com

PHOTO COURTESY DIMENSIONAL INNOVATIONS

"The opening of this conference center not only is a result of our past successes, but it's a symbol of the growth that lies ahead for Hy-Vee," said Sheila Laing, executive VP of Government/Industry Relations and CCO at Hy-Vee.
This installation won the DSE 2017 Silver APEX AWARD.