EMU Renovation Digital Signage Strategy

As part of the renovation project, the EMU plans to install a digital signage package to serve a variety of public information and entertainment functions. The goal is to be strategic and balanced, so that the monitors are readily accessible, but do not command the spaces with digital images.

The university recently contracted with Four Winds as the campus software platform for the digital signage. SAIT will lead in identifying standard hardware for division of student affairs, and will configure and support the devices. EMU Event Services will identify possible used displays that can utilized to save costs. It is preferable to inset monitors into walls where possible, while maintaining computer access.

The attached floorplans show general locations for kinds of monitors and functions by color code. The expectation is that the interior design team would work to find optimal precise locations for the screens.

Categories of Digital Screens

**Wayfinding / Directory / Events / Campus Information – orange tab**

Interactive touch screen encased in high quality kiosk in high traffic public spaces in Hearth and Lobby. Several apps available on the screen to the user such for wayfinding, directory and events. No audio.

**Events – Pink tabs (plus tablet screens for conference rooms)**

Large display screens in key meeting room zones listing dynamic current event schedule, location and promotional information, integrated with SES event management system. Tablet sized displays for each main meeting room to display room schedule. No audio.

**Recognition – Blue tab**

Tribute displays to students that have contributed to the success of EMU. Located in student activity zones. No audio

**Entertainment/Art - Green**


**Collaboration  Yellow**

Small displays located in student lounges computer lab second ring zones in study workspaces and booths. Easy universal port plug in’s, micro audio. Charging station.
Equipment

SAIT will work with departments to gather requirements for displays. Will work with vendor contacts, campus colleagues and Four Winds suggested hardware information to determine a standardized selection of displays that we can purchase for departments. The preference is to purchase commercial grade displays for most applications, but we will also prepare some “value” selections for displays that will be used with significantly reduced frequency.

SAIT will gather information on standardized computers to drive the displays. We will work with our vendor contacts, campus colleagues and Four Winds suggested hardware information to determine a standard computer model that we can use to drive the displays. SAIT will configure and support the devices.

Standardizing these components will help us reduce support costs and make it easier for our content creators. We recognize that we will be reusing a lot of existing equipment and understand that is necessary. For new purchases we should endeavor to stick to a standard configuration.
Feedback required:
- Mounting method and security
- Power and data
- Accessibility and mounting height

Can use dumb displays instead of interactive tablets. Would like display and room signage as one unit.

I will forward this info to the signage consultant so they can integrate digital display signage and room signage. This would need to be part of the signage scope.
APTA PT 2008
PRE-PLANNING MEETING
3:00 PM - 5:00 PM

BOWIE C