

Digital Signage Program

Contacts

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- Hardware Deployment: Nick Ackles
- Digital Signage Platform: Four Winds Interactive

Overview of Digital Signage Program:

1. Signage content consists of streamed video/audio, PowerPoint slides, images, social media feeds, data feeds, calendars, interactive way finding and maps, web pages, PDF documents, Word documents, and many other content types displayed. Signage application allows for interaction.
2. Content is scheduled to display on signage players through a client application or web interface. Content can be scheduled to display at a preset time or can be displayed in a pre-set sequence.
3. Content on signage at any location can be scheduled specific to that location or to a group of locations with coordinated display on multiple players.
4. All signs are coordinated from a common server infrastructure and will display emergency notification simultaneously at all locations.
5. Content is distributed from the server infrastructure to the digital signage players at the signage location through the internet (wired and WiFi).
6. Licensing for signage is provided by UIT at no cost. Departments will be responsible for providing hardware (computer, LCD TV display) and power. Content can be distributed to players via the University WiFi.
7. Each department schedules their own signage content for their players and can elect to display content from a shared content repository.
8. Each department can access shared content and shared content modules including “stock” modules such as weather, twitter feeds, institutional calendar, date and time display, etc.
9. Departments assign an administrator to schedule the display of content or they can acquire administration as a service from UIT Web Service Center.
10. Departments assign content providers who will create or update the content within individual templates that are scheduled by the administrator.
11. UIT sets roles and permission for content providers and administrators through Active Directory (future access will be provided through Access UH).

Support Services to be developed within Web Service Center

1. Defining the Signage Environment (seminar – no cost)
 - a. Orientation or digital signage
 - b. Exploration of the departmental goals for signage and locations for signage players
 - c. Explanation of the roles and responsibilities of the administrators and content providers
 - d. Explanation of the signage location types and considerations
 - e. Explanation of the different types of signage players
 - f. Explanation of the content considerations
2. Maintaining the permissions and Signage Registration (ongoing – no cost)
 - a. Maintaining, adding, deleting administrators and content providers
 - b. Registering Players on the server
3. Administration Support (ongoing – service charge)
 - a. Scheduling content onto departmental players
4. Content Creation (ongoing or as needed– service charge)
 - a. Slide Creation
 - b. Template Design
 - c. Graphic Design
 - d. Video production
 - e. Content Integration (calendars etc.)
 - f. Way finding development
5. Hardware Support (ongoing or as needed– service charge)
 - a. Procurement of hardware
 - b. Installation of Hardware
 - c. Contracting Vendors
 - d. Submitting Facilities Work-Orders
 - e. Maintaining Hardware
 - f. Hardware Lifecycle Replacement

Defining Your Signage Environment & Getting Started

1. Identify Administrators
2. Identify Content Providers
3. Download the Content Manager application for use by the administrator/scheduler. Load the application onto the administrator's PC.

Installing Signage Locations/Players

1. Option One: Purchase and Install Hardware
 - a. Get Instruction Checklist
 - i. Design Considerations
 - ii. Hardware Recommendations
 - iii. Configuration Instructions

- iv. Configuration Checklist and Form
- v. Support Contacts
 - 1. Electrical Support
 - 2. Wired Network Support
 - 3. WiFi Support
 - 4. Application Support
 - 5. Hardware Support
- b. Purchase and Install Hardware
- c. Send Configuration Checklist to UIT
- d. UIT Registers Players with Server
- 2. Option Two: Engage UIT for signage deployment services
 - a. UIT Performs Site Survey
 - b. UIT Generate Quote for Hardware and Installation
 - c. Purchase and Install Hardware
 - d. Send Configuration Checklist to UIT
 - e. UIT Registers Players with Server

Hardware Recommendations/Standard for fixed signage locations

- 1. Four Winds Signage Player Specifications
 - a. Duo 2.4 gig
 - b. 4 GB RAM
 - c. ATI 2400 hd with HDMI out or better
 - d. Windows 7/8
 - e. WiFi Card
 - f. 100 GB storage
- 2. Display
 - a. Passive Display
 - i. LCD
 - ii. HDMI Input
 - iii. Size determinations
 - 1. Based upon viewing distance from the screen, traffic patterns, room size, audience size, and intended content.
 - b. Interactive Display
 - i. LCD with touch screen capabilities
 - ii. HDMI Input
 - iii. Size determinations
 - 1. Based upon viewing distance from the screen, traffic patterns, room size, audience size, and intended content.

Player Location Categories

1. High Traffic area with short view time opportunities (Transitory spaces where audience will not stop to watch)
 - a. Hallways
 - b. Entries
 - c. Elevators
2. Low/High Traffic areas with long view time opportunities
 - a. Lounges
 - b. Dining Areas
3. High Traffic area with short view opportunities AND includes lounge areas with long view time opportunities.
 - a. Lounge areas and waiting rooms
4. Restricted Use with short windows of signage content
 - a. Classrooms
5. Interactive kiosk
 - a. High/Low traffic areas where needed

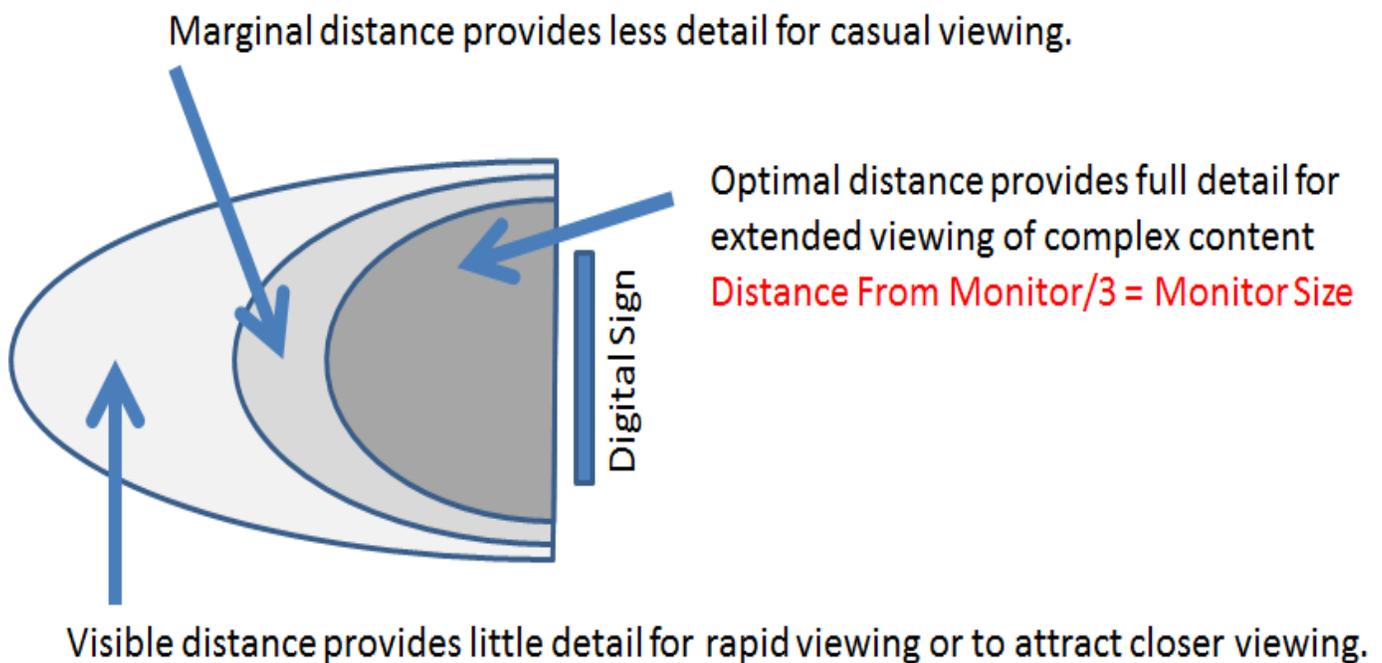
Content Considerations

1. High Traffic areas with short view time opportunities (Transitory Spaces where audience will not stop to watch)
 - a. Essential information presented rapidly.
2. Low/High Traffic areas with long view time opportunities
 - a. Larger areas with sufficient space to stop and watch. Content can draw in viewers from a greater distance and present more detailed information.
3. High Traffic area with short view opportunities AND includes lounge areas with long view time opportunities.
 - a. Extended content in graphic or video format designed for viewers that have the time watch.
4. Restricted Use with short windows of signage content
 - a. Static content the majority of the time or non-distracting content.
5. Interactive
 - a. WayFinding
 - b. Directories
 - c. Communications

Display Considerations

1. Viewing Distance

- a. The viewing distance can be considered in three increments: Optimal, Marginal, Visible
 - i. Optimal: The distance that the audience will be able to observe the content without loss of detail.
 - ii. Marginal: The distance at which the audience can see the content without great detail.
 - iii. Visible: The distance at which the audience will be able to recognize general themes and information presented in the largest formats. Content is targeted to draw the audience into the Optimal range to provide more information.



2. Determining Appropriate Display Size

- a. Determine space use and content need
- b. Determine optimal view distance
- c. Calculate monitor size based upon optimal view: (Distance from monitor to viewer divided by three equals the diagonal monitor size)

$$\frac{\text{Distance From the Monitor to the viewing area in inches}}{3} = \text{Diagonal Inches}$$

