

## Digital Signage Solutions for Universities

Discover how Digital Signage can be used in Universities to improve communication and increase engagement between Faculty, Students and Visitors.



Digital Signage is not just useful for advertising, it helps to drastically improve communication. Any communal space that uses traditional paper messaging to communicate with people passing by can be replaced with a digital display. Your messages will be easier to share and more engaging for students, staff and visitors, whilst also helping to make your University greener by reducing the amount of paper waste.

### Why use Digital Signage in Universities

- ✓ Welcome Visitors
- ✓ Social Responsibility Messaging
- ✓ Promote Facilities and Resources
- ✓ Improved Communication
- ✓ Highlight Student, Team or University Achievements
- ✓ Promote Union Activities and Events
- ✓ Update Content Remotely

### Reception Screens

Reception areas present an opportunity to get the attention of prospective students, visitors and parents. You can advertise your university, its courses and the unique benefits that your higher education facility has to offer. This is also a good place to highlight the latest campus news, student achievements and upcoming events.



### Noticeboards

Traditional notice boards are often overlooked easily due to visual clutter, not knowing what the content is at a glance means there is little chance to attract anyone's attention. Animated messages on a digital screen over paper posters and leaflets draws more attention from passers-by and guarantees the content will be seen. Use Digital Notice Boards to promote student recognition by displaying their achievements and awards, or encourage engagement with students by displaying entertaining content or important information.

## Internal Communications

Communicating with colleagues, re-enforce culture and value messages, support communications to your colleague and highlight key information of the week such as important upcoming meetings. Using digital signage to communicate to your colleagues allows you to cut through all the junk mail and get crucial information to the people that need to see it. The importance of communicating with colleagues is just as important as communicating with students.



## Outdoor Totems

Our outdoor solutions are totally weatherproof and vandal proof allowing you to deploy screens around your school/campus for further assistance and additional communication channels. This ensures that your content has the furthest reach possible to improve communication to students, staff and visitors throughout their journey on campus. Welcome visitors or new students, get the most important information to them before they even enter the doors including emergency notifications such as storm or fire warnings and other public safety alerts.

## Outdoor Totems (interactive)

Combine touch technology with a digital outdoor totem to get more information to your audience. Users can interact with the screen to find out information about the university, any upcoming events or other important information that is available, locations of points-of-interest on campus or even full web pages to explore for themselves. The amount of information you can provide to the public is only limited by your imagination.

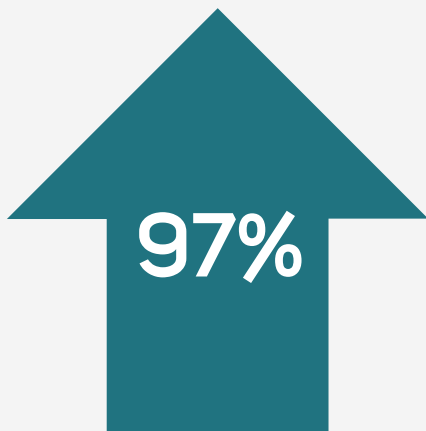
Digital Wayfinding is also another way to use interactive outdoor totems. University campuses can be extremely large with complicated layouts, making it difficult for new students, teachers or visitors to find their way around and get where they need to be on time. Introducing wayfinding touch screens provides additional assistance for students, colleagues and visitors which can also provide a level of security assurance.



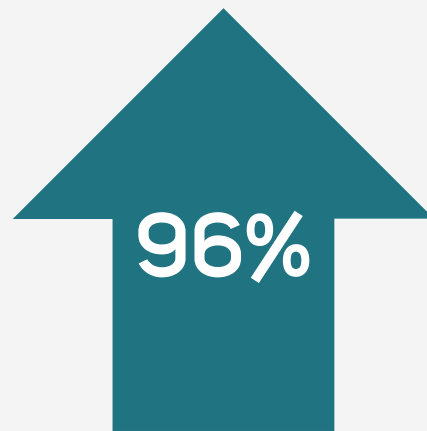


## Video Walls/LED

Video walls and LED walls are impressive installations that have a much higher impact on those viewing the content on screen and keep their attention. Whether that's in a lecture hall for students learning or a theatre with an audience, video walls provide a big screen experience that rivals common projector screens or smaller displays. Common rooms and public student spaces can benefit from video walls and LED displays as well. Menu boards for the dining halls and cafeterias can update in real time and offer visual interest. Display live footage at sporting events and stream TV in lounges and auditoriums.



\*97% of students prefer to receive information via digital channels rather than from a non-digital source



\*96% of students notice digital signage immediately and can recall its content

## Why buy from Scan?

Scan are passionate about Digital Signage, and this truly shows in the exceptional range of solutions we have tailored to offer. To aid schools in their digital journey, Scan offer full end-to-end support, from Consultation, to Set Up and Maintenance services, we are here to help you every step of the way.



Experienced  
Technical Expertise



Full Deployment  
& Delivery



Installation &  
Configuration



Team  
Training



Support All  
Year Round