

Digital Signage for Education



Have you lost something?
Have you found something?

Come check with us at the RSO.
(Not just once, or twice, maybe three times.)

**You never know...
...we might just have it!!!**

UCR | Housing, Dining & Residential Services

UCView, Inc.

18425 Napa Street Northridge, CA 91325

www.ucview.com

Introduction

A myriad of messages can be distributed across campuses through digital signage in lobbies, entrances, and interactive kiosks.

- **Instantly update content** to provide up to-the-minute information on news, stocks, sports scores, weather and even traffic reports.
- **Present event schedules** and other social information to increase audience awareness and interaction throughout the campus.
- **Assist student news bureaus** by providing sporting or social event news.

You can also generate ad revenue and increase student awareness by renting a section of one or more displays to local businesses, campus credit union, employers and community organizations.



Applications & Key Benefits

Alert Messages

Your system network can be converted instantly to an emergency broadcast system. Alert messages

are essential for times of emergency. Emergency alert immediately provides an emergency message throughout the campus. This is necessary for students, instructors, and staff who don't have access to email or even their mobile phones to learn about the emergency.

Campus security can provide **visual and audio emergency alert messages across the campus**, immediately capturing viewers' attention and helping ensure their safety.



Directing persons on campus to safe areas and informing them of appropriate actions allows your security staff and—more importantly—viewers to respond to an emergency faster than ever before.

With college and university campuses exposed to the same threats and safety challenges that affect many parts of our society, having the ability to warn students, staff and visitors on your campus of potential weather problems and threats to personal safety is an incalculably important benefit of having an alert system via your digital signage displays.

UCView's global alert system also includes CAP alert, which is an **interactive public alert system that allows for emergency messages to be circulated simultaneously over multiple communication systems**. CAP alerts trigger a variety of public warning systems which will increase the chance of recipients receiving the alerts.

Information Kiosk/Wayfinding Maps

In addition to digital signage, a web-based touch-screen kiosk that can be equipped with interactive content for virtually any purpose.

- Display campus event centers, student unions, local businesses, purchase tickets to events, historic sites, or anything else you need through an **easy-to-use touch screen interface**. Update any content to the kiosk in an instant.
- **Generate directions** from the kiosk to locations being accessed by the user, providing comprehensive interactive wayfinding for students, staff and visitors.
- **Quickly find** maps, floor plans, event descriptions, names, addresses and phone numbers.

Wayfinding kiosks can be displayed throughout the campus offering a self-service source for students, faculty, and staff.

These full-scale 2D or 3D maps can be color-coded, include icons and a helpful "You are here" locator to guide patrons to the right direction.

Kiosk GPS options include:

- Non-interactive **wayfinding**,
- **Pathdrawing** which allows for a user to view paths on how to get to a destination from where they are.
- **Integration** with an event database and maps
- **Simple graphical interface** for dynamically changing rooms.



Student Communication Board

Students use communication boards to communicate with their classmates and teachers.

Some students may have a question, but they feel like they cannot relay that message directly to the instructor. In this case, a student communication board provides students with a tool to ask their peers questions. Communication boards can also be used by instructors and students to make presentations in the classroom setting.

Upcoming Events

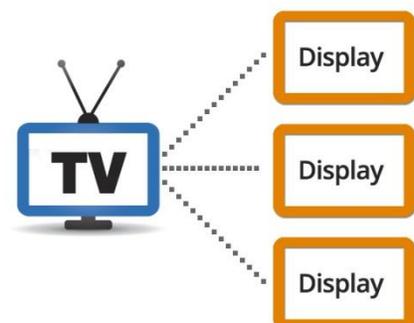
Post upcoming events for students, visitors, instructors, and staff on campus. Campuses often have events planned out throughout the year, so digital signage can help inform students on events that will occur in the next upcoming days or weeks. Operators can design their signage by displaying the school logo and mascot as well



as add images or videos from last year's event. Professors and student organizations can even submit event fliers to an operator to be uploaded instantly to digital signage screens.

Live Broadcasting

Live broadcasting or live television **distributes important programs to inform the student body**. Digital signage can be used to air important live news programs or entertaining sport games for the campus. Many schools display live content for students on campus. These broadcasts include live broadcasts from the campus news network and sporting events. Remote



lectures can even be broadcasted via digital signage.

Digital Menu Boards

Digital signage menus **are ideal for cafeterias and food establishments around campus.** It's cost-effective and allows for very minimal maintenance. Digital menu boards display more than just menu items, operators can provide dynamic images and even videos depicting clips of the restaurant's top selling items.

Weather & Time

The weather and time are very popular apps which can also be integrated into digital signage. Whether you prefer a one day forecast or a five day forecast, many students rely on digital signage for the most essential information. UCView's system allows for you to **enter in any zip code to view current temperatures and weather conditions for your desired locations.**



Advertisements

Post campus advertisements and discounts for the school's bookstore, café, and shops all around campus.

Donor Recognition

Universities often rely on donations from alumni and business partners to help improve programs. Interactive displays allow for universities to display media, such as photos or videos, **to tell stories about the donor's affiliation with the campus.**

Separate Content based on a Specific Population

Digital signage can be used for school-wide communications, but can also target specific groups by their location in their buildings. **Tailor messaging based on the target population,** for instance, display tips on being away from home for the first time for freshmen students in dorms.

Separate content can be displayed within each department. Digital signage screens can be displayed throughout each building and feature content tailored to the needs of your department. Digital signage from the departmental level can display information on career opportunities, office hours, and facts focusing on specific majors.

Communicating with students, staff, and faculty around campus is a difficult task which can be greatly alleviated with the use of digital signage. **UCView's intuitive web-based interface allows for your ads to be uploaded within an instant and even be scheduled for release on a specific time and date.** With UCView's user-friendly and versatile web-based interface, digital signage content can be customized to display the school's logo and colors. Digital signage provides a vital connection between faculty, staff, and the student body.