Project Legislative Assembly of the State of Sao Paulo, Brazil, using UCView's Digital Signage Platform

OBJECTIVE:

To provide the citizens who are visiting the Legislative Assembly House with a tool which will allow them, through Interactive Digital Signage presentation, to obtain information regarding the work of the Legislatives. The idea was to introduce on interactive screens, legislative information and social campaigns about the assembly and the work of each legislatives. The objective was to offer the taxpayers interactive tools to help them be more informed about jobs, projects, discussions, and laws of the State which can or will effect, directly or indirectly, the lives of its citizens.

MEDIA & EQUIPMENT:
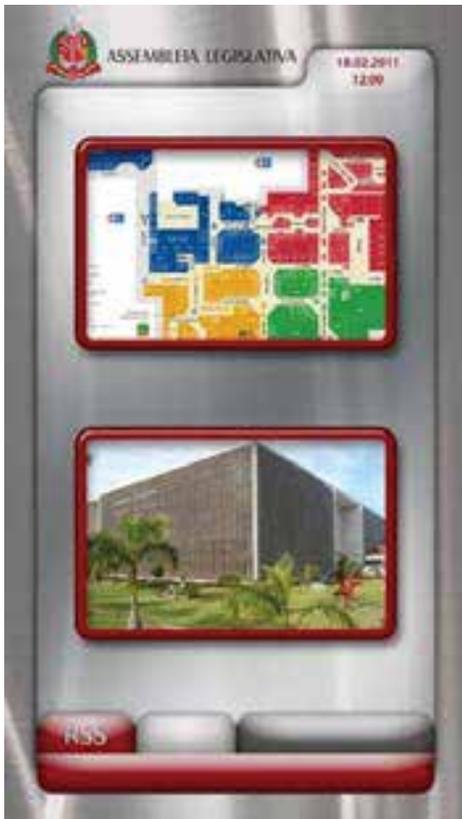
To allow access to this type of information we used Twenty Five (25) 46" vertical touch screens (type of a Kiosk) and Thirty (30) 21" screens, one for each room in the house, in order to display instant information. We also used the UCView media platform, which allowed us to create a fast and easy interactive platform. "By using UCView media we were able to accomplish a very complex project with minimal time," says Salomo Lima, Director at Bramitech. Salomo, continues in saying that UCView platform gave this project an all new perspective. "We have tested other platforms that are in the market,including large name brands, but the only one we felt was comfortable with our complex needs was UCView, for their complete tools and the friendly most helpful interaction.

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RESULTS:

This project accomplishes the managing of a large scale of content and informational data. The ability to edit and transmit the information to the Legislative Assembly House and the fact that Millions of laws, ideas and general information is now used by over 3,500 people per day without any difficulties. The visitors to the House will be able locate and view their destination access meeting schedules, and read about each senator and what he stands for. We have created an open trust and loyalty between the institute and the taxpayers. We have created a possibility of working and having the information in a fast pace environment, without losing quality and within a very short time frame.

UCView tools gave us an easy way to place all the content the Assembly House wanted, it also gave each senator the opportunity and option to post their information without using a third party, "it was necessary to identify in the market a tool which includes media management features that will allow to differentiate one from the others and at the same time offer security and support", says Salomon Lima! "Once the customer wanted a higher level of interactivity with features beyond conventional demand, UCView provided that too," continues Salomo Lima. "It was necessary for us to find software that allows creating screens with buttons to access location maps, portal and 94 members of the House. UCView's solution was presented to us and in no time we have started to work and we've been developing campaigns and creating content.

The UCView platform possesses all the features we were looking for, and it proved very easy and friendly to operate and install. The support that was provided to us by Mr. Marcelo Teyer, UCViews' VP Market Development, was above band beyond. Mr. Teyer was very crucial for the project as it was developed in a very short period of time. The results were beyond our expectation and today we have a case of success in an environment with a high level of demand, and realize that the House crow and the Visitors are actually using the equipment and demonstrate great satisfaction with the results obtained.