



Revolutionising the noticeboard

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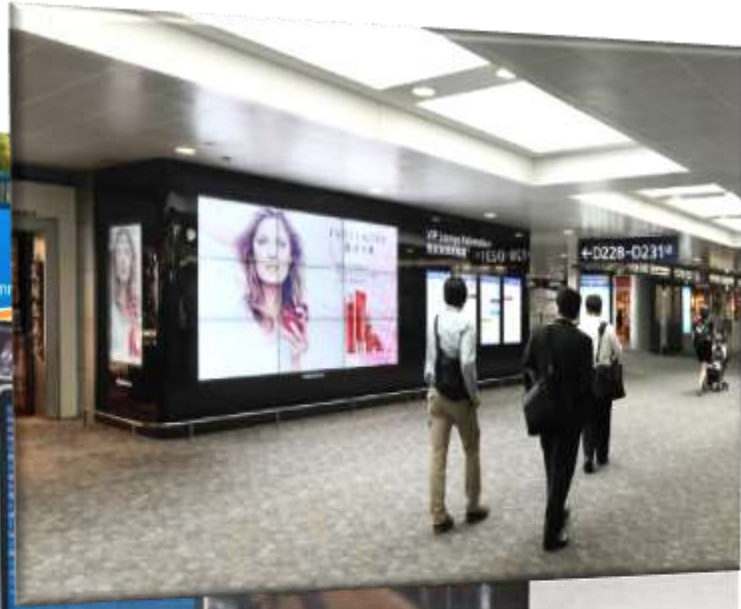
An evolutionary tail



From PC to Mobile



To everywhere





Why

- Digital signage - since the 1970
- Over the past 5 years digital signage has grown a rapid pace
- It is now on most roadside intersections, billboards everywhere telling passerby whatever they need to know. News, Sales, Specials,
- They are interactive, integrate with our other mobile devices, providing directions

- The average person remembers 10% of what they hear, 20% of what they read, but they remember 80% of what they experience.
- Do noticeboards work , of course they do but there is the opportunity to compliment the static with highly visible, dynamic , eye catching and engaging messages.

- Digital Wayfinding is disrupting traditional signage systems.
- These interactive system need to be designed to make it easy for everyone to understand, 'live' data is always current, consistent, destinations are highlighted,
- This new kind of technology is hitting our streets, offering powerful solutions to directions, identifiable markers, connection to surrounding communities, maps including distance markers, destinations, plus a directory listing such as places of interest; transport options, public toilets, major retail, emergency services, parks and playgrounds.

- With **social network integration**, **society** is now witnessing digital signage 2.0.
- The integration is natural after all,
- how often do we see people updating their Facebook status, sending a tweet or taking a selfie through their mobile phone
- Retailers are now displaying their company's social media channel and the comments as they are posted in real time.

QUT's journey from paper to digital

Why digital signage?

The path to transition

Extending the opportunity

Future development

A picture is truly worth a thousand words



Why

- To compliment a new state of the art building with innovative technology included.
- To share information to students, staff and general public about the space and the university
- Public parking and events venues enable opportunity to provide wayfinding
- A sustainable and innovative way to deliver information

Path to transition

- The journey commenced with the changing over of existing failing system to an enterprise cloud based solution
- Setup a dedicated VLAN to host Digital Signage
- Used our current information management and governance structures for content approval workflow.
- Developed integration capabilities for displaying timetable outside of theatres

Path to transition

- Negotiated an enterprise site licence and a full support and maintenance agreement
- Developed additional capabilities such as critical messaging
- Training is carried out locally and technical and content support provided by QUT

Signage at QUT



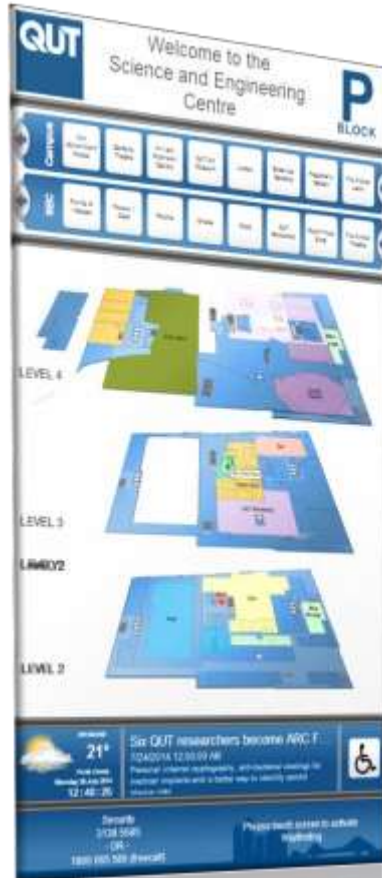
Signage at QUT



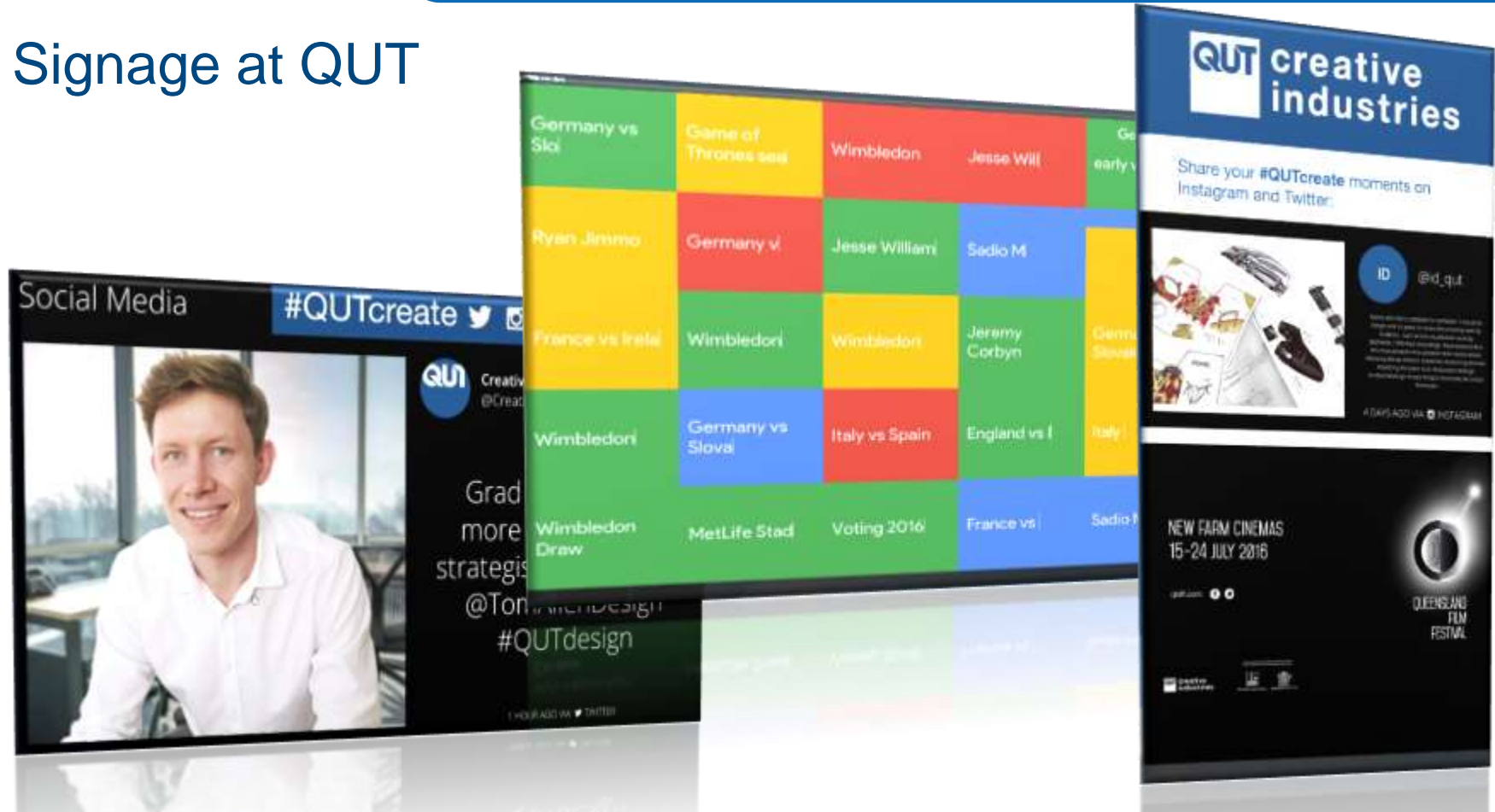
Signage at QUT



Signage at QUT



Signage at QUT



Signage at QUT



SEF Digital Signage Strategy

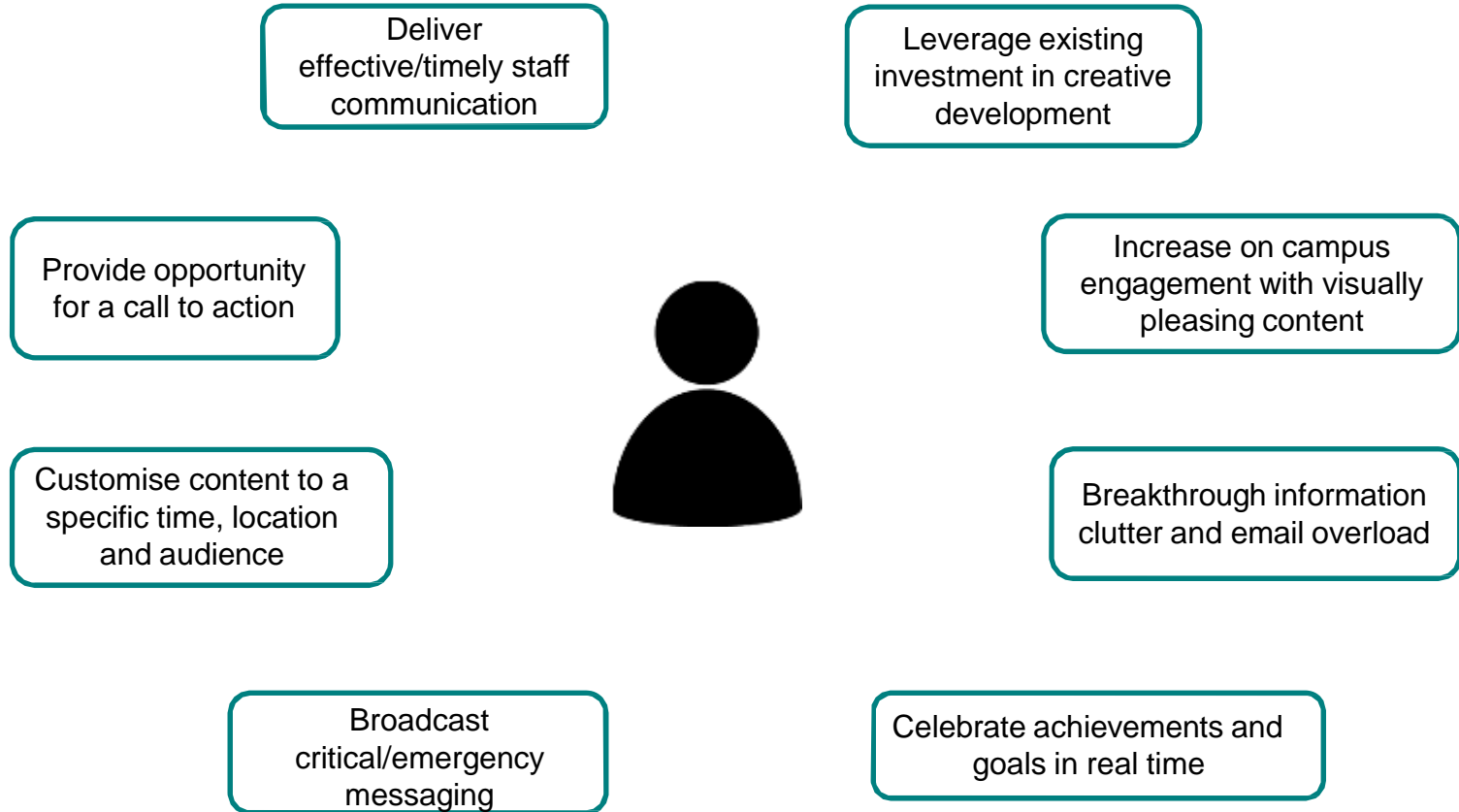
When our staff and students are on the move, we only have seconds to engage them. Digital Signage is a great platform to experiment with content and seek to engage our target audience beyond a casual glance.

Create:
consistent and
appropriate
content

Share:
Information in a
timely and
reliable manner

Engage:
Visually pleasing
content that
reinforces brand
and culture

Support:
Faculty
communication
strategy



Expanding the opportunity

- Further developing touch and interactive capabilities across campuses
- Having digital signage as a natural part of any space at QUT
- Wayfinding in more than one building
- Symbiotic relationship between the physical and virtual signage

What is happening out there

UTS Signage



Deakin Uni



The future - “Phygital”

- Equates to a convergence of consumer’s physical and digital world. Taste, touch, sound, etc.
- 3D digital signage appetite is growing
- Interactive signage that changes the whole experience.

Questions?

Thank you