LG | **Business Solutions**

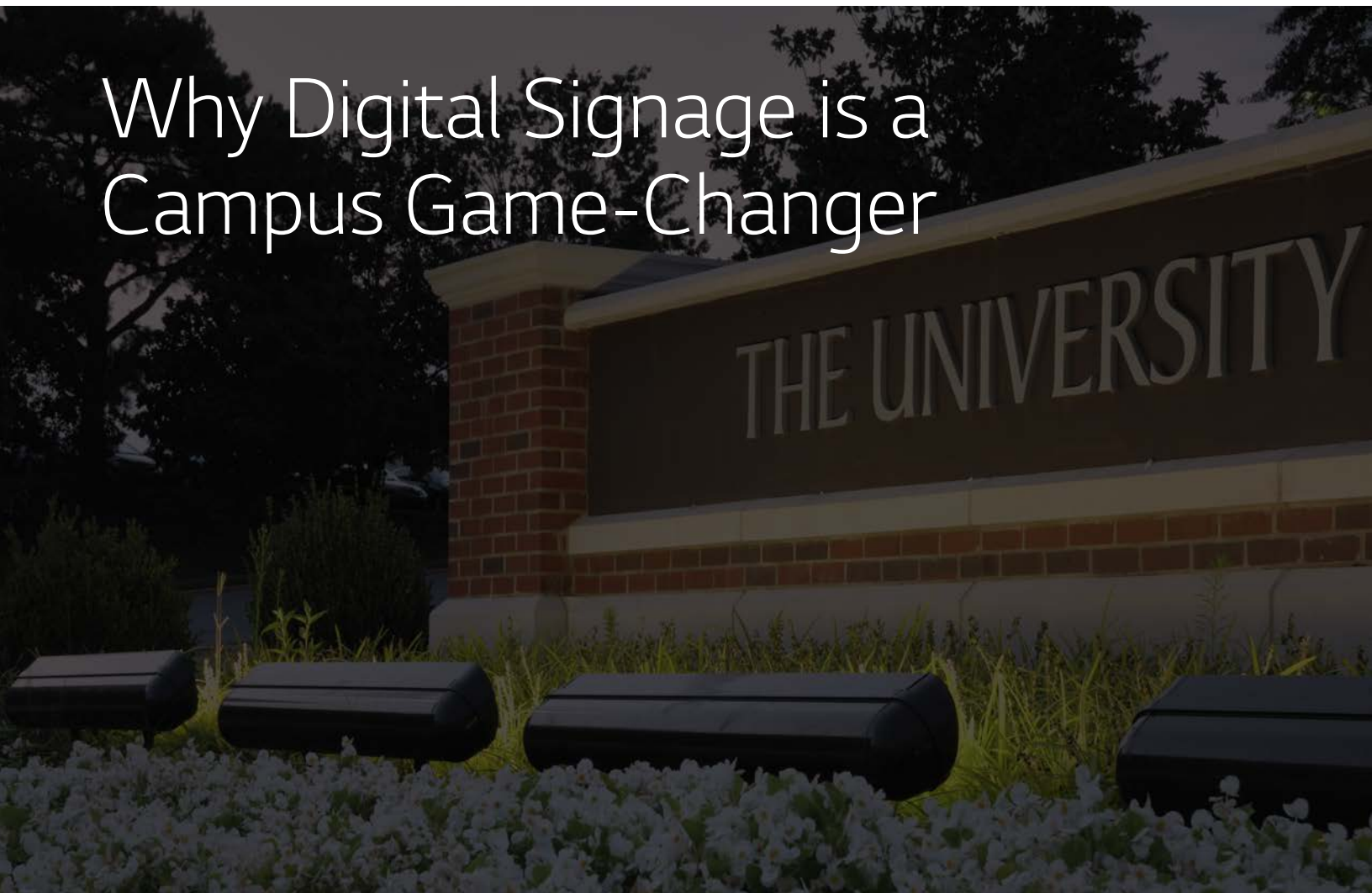# Why Digital Signage is a Campus Game-Changer

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Dual-View Flat LG OLED Display - 55EH5C

INTRODUCTION

Your digital signage success hinges on creating a unique and integrated campus experience for students, faculty, alumni and visitors. With a 10% year-over-year growth for signage in the education sector[i], it's no wonder campuses are increasingly recognizing the potential value for their own application. The ever-expanding range of solutions from simple screens to high-end SoC networking with touch and remote management makes digital signage a near-perfect answer for the communication demands faced by campuses across the country. Afterall, the more eyeballs you attract, the quicker you achieve a return on investment and start to profit from your digital signage installation.

From classroom to faculty messaging, campus communication has remained a prime challenge for education institutions. While many have filled gaps with a range of social and email tools, digital signage is quickly becoming a preferred channel for on-campus communication with 40% of institutions[ii] are in agreement that signage is important for the future and 96% of students[iii] noticing and appreciating signs.

Screens, like LG's commercial displays, are thinner and more durable than ever before. They enable campuses to cut paper and ink use to improve mapping and wayfinding efficiency, centralize emergency broadcasting, add real-time class and faculty updates and generate revenue through advertisements.

The question is how do you create a digital signage network that can keep up with the ever-changing habits of students, faculty and campus attendees? Aside from the placement of signage on campus, other factors are equally important. The right combination of digital signage hardware, software and content all play an important role in reaching your ultimate goal; increased brand awareness, student and faculty engagement and revenue.

Let's take a tour of digital signage and how it makes a difference in the education market.

DELIVERING THE MESSAGE DIGITALLY

Signage and displays of yesteryear are not only antiquated; they are limited in applications. The education community can no longer live with delayed information, blind spots and unimaginative learning tools. It's time to solve the real needs of the students, faculty and the administration.

Progressive and innovative technology stimulates creativity, captivates attention and eliminates the use of old school communications. Digital signage provides solutions for obvious issues like campus navigation, event notices and auditorium displays. They also solve the not-so-obvious difficulties currently experienced in the cafeteria, library, computer labs, student unions and specialty rooms like campus auditoriums, fitness facilities and student housing.

Today's digital signage models are thinner and lighter than ever before. No longer are displays square or rectangular screens mounted on a wall. New form factors like dual-sided, concave and convex applications are now becoming increasingly popular. It's not uncommon to see digital signage that can hang from the ceiling, sit off a wall or be placed on the floor.

Dual-View Curved Tiling LG OLED Display -65EE5PC

LG Interactive Digital Boards - 86TR3D & TC3D Series

MAKING A GREAT FIRST IMPRESSION

An attention-getting digital display located at campus entrances will welcome everyone, enhance your brand, create pride among the student and faculty base and display the key dates and times of a wide variety of events. Digital signs located in lobbies or administrative areas can serve to greet guests with personalized messages, entertain visitors in waiting areas and provide a more pleasing atmosphere to anyone who sets foot on your campus.

Interactive digital kiosks located throughout campuses are an excellent means of providing wayfinding, making it easy for everyone to locate destinations with ease. Best of all, they're easy to update in real-time.

Placed in key common areas throughout your campus, digital signage can drive interest and boost attendance for campus events. They can serve as digital donor boards, recognizing those who have contributed to the school, promote personal recognition and highlight various achievements by students and faculty. In the end, the dynamic nature of digital signage allows you to display an immersive multimedia experience that is far more dramatic to view than a static poster.

DELIVER REAL-TIME INFORMATION TO CREATE ENGAGING COMMON AREAS

The content you choose to publish can be managed through an Intranet or Internet network from a single location or remotely using mobile devices, such as a smartphone or tablet to alert you of any system issues. Multiple displays can be grouped as a single zone to display the same content within the selected zone, or throughout the entire campus with the ability to schedule when and how long the information will be displayed. Various cloud solutions such as Dropbox, Google Drive or One Drive, can be used to store and update content.

A network of digital displays can easily transform campus gathering areas like student unions and dorms into integrated information centers. Now, news announcements and campus events can be displayed along with class schedules in real-time to keep students abreast of the information they need to know.

Libraries, computer labs and research centers can all reap benefits of digital signage. Interactive digital displays in these specific areas can assist students looking for select information on study groups, guest speakers and current event information.

Digital signage can also drive sales around campus. While the most prominent locations are typically bookstores and cafeterias, this applies to any point-of-sale including ticketing and popup stands. Smart displays like LG's SuperSign screens morph into digital "posters" for promotion.

In campus cafeterias menu boards work in sync with self-service kiosks enabling students to make purchases right from the screen. For those concerned about the budget switching screens off during campus non-peak hours, (i.e. lunch, dinner, key periods between classes) save as much as 40% of total energy costs[iv]. Solutions like Ultra-Stretch screens when placed horizontally on a wall fit neatly over food areas offering infotainment while keeping lines moving. Millward Brown shows that 84% of viewers will perceive wait times as 35% faster when given infotainment or visual distraction in the form of interactive or audio-visual menus and even display ads[v]. And by utilizing HD signs to create eye-catching menus and promotional offers, signage works to optimize long lunch lines by ensuring students can see the menu.

Benefits don't stop there. Digital displays function to promote and upsell campus offerings. Students can be made aware of better options like newer edition books, time slots with guest speakers and tickets for sale. Carefully curated promotional content can be programmed based on time-of-day and other contexts with real-time data. Social media feeds can also provide relevant upselling and product promotions.

SAFETY FIRST

Insuring the safety of everyone on campus is a top priority. In the event of an emergency a digital signage network can deliver critical information without delay and provide necessary directions to insure the safety of everyone on campus all in real-time.

Open-Frame Curved OLED Displays - 55EF5C

CREATE INTERACTIVE CLASSROOMS

From basic interaction points at PCs to unique interactive whiteboards, schools and universities are dramatically increasing engagement with digital signage technology[vi]. Solutions like Ultra-Stretch screens enable creative backdrops to engage and inform students. Other options like the digital whiteboards replace existing blackboards and projectors with interactive, glare-free tech that brings classrooms to life. Virtual computing solutions like Zero Client monitors reduce total energy costs while simplifying curriculum and content management.

Digital whiteboards are one of the fastest growing technologies for schools of every size[vii]. Robert Marzano, speaking at Cue.org, linked them to a 17-29% increase in total test scores[viii] over no screens present. And, with dynamic interactivity including support for multiple topics, data sources over HDMI, DP and wireless connections, professors and students can collaborate in completely new ways.

Screens like LG's Interactive Digital Board, offer Picture-by-Picture segmentation to display multiple topics and content sources including live streaming with real-time data from nearly any external source. For example, the Wharton School of Business integrates digital whiteboards to share live guest speakers via video-chat. This is a terrific use case as CEO's and guest speakers are often busy and may otherwise not make it to the university in person.

Most importantly visually attractive signage helps students learn. In a study by McGraw Hill, 75% of students using adaptive learning technology including touchscreens and digital screens in classrooms reported that it was very or extremely helpful. A further 77% reported it improved engagement, with signs and interactive screens making focus, attention spans and concentration easier[ix].

LG UHD Commercial TV - 75UV340C

TRANSFORM LECTURE HALLS
AND AUDITORIUM THEATERS

Event halls and arenas are one of the most common sites chosen for digital signage integration. With higher funds from donors and more attention from outside attendees, these areas often require high-tech digital surroundings, a visually appealing environment and demand the opportunity to drive revenue through ads from sponsors. With new screens featuring ultra-slim bezels signage integrates into design in ways never before possible. Additionally, these screens integrate with HDMI, DP and wireless devices to update from the lectern while offering a seamless HD experience. Campuses benefit from real-time data integration for event schedules, playtimes, guest schedules and video integration for virtual guests or collaborators.

At the University of Idaho, this concept has been brought to life with an 11'x6' video wall composed of nine LG screens. The video wall uses built-in-diagnostics for real-time optimization and updates right from the lectern using a PC or Blu-Ray device.

"The addition of the LG video wall has truly elevated the learning environment, quality of instruction and overall classroom experience"

Greg Clifford,
Classroom Technology
Service Manager,
University of Idaho

Open-Frame Curved LG OLED Displays - 55EF5C

IMPROVE INTERNAL FACULTY AND STAFF COMMUNICATIONS

Faculty and staff communication are one of the most crucial elements of maintaining a campus – with needs including security, data sharing, computing and scheduling. Administration areas require security, maintenance and monitoring with technology for accessing, controlling and sharing data. IPS desktops function as Ultra-Wide screens for maximizing viewing multiple camera feeds to improve security. WebOS applications integrate to feed social media, weather and even travel alerts into the system so faculty can stay informed, respond quickly and improve efficiency of alert broadcast systems.

Most importantly for campus administrators, digital signage greatly contributes to efficiencies. For example, virtual computers make it easier to create and distribute class resources and software updates while reducing the load on IT and technical staff.

SPECIFIC APPLICATIONS FOR SIGNAGE

LG's signage fits into applications ranging from wayfinding to computer labs – with full software and technological support available.

Wayfinding
From simple maps to interactive touch screens with compatible apps for off-loading directions, wayfinding solutions are as simple or as complex as needed. And with touchscreen and mobile integration through apps on webOS, interactive and indoor mapping has never been easier.

Scheduling
webOS supports real-time data integration so that you can create real-time class and room schedules, sports scores and even IPTV or web pages. Connect with documents and data sources like Excel, SAP and MS Exchange to share real-time developments and information.

Digital Bulletin Boards
Save paper and ink with energy-efficient digital displays where you can update and customize content in real-time. With remote management staff can quickly make changes and update all screens from a central location.

Advertising
Earn funds with sponsor, donor and business promotions. Campuses across the country already accept advertisements from local businesses to promote student-friendly businesses as well as earn money for the campus.

Booking Rooms
Room management is a huge challenge for many universities. A simple room booking solution enables students and faculty to check out classrooms and auditoriums, manage a digital schedule and keep track of what's going on in each room with digital display and schedules.

Computing
Engage students with better monitors using IPS or Zero Client solutions and reduce total campus costs with reduced energy usage. Zero Client displays utilize virtual computing with centralized management to cut total content management costs and improve engagement through screens that respond up to five times faster than legacy hardware.

LG COMMERCIAL DISPLAYS FOR EDUCATION

There are big differences between consumer and commercial grade digital displays. Choosing the wrong kind of display could cost you in the long run. LG Commercial displays are more durable, built to withstand high user rates and provide a wealth of installation and technology options. Consumer-grade digital displays are not designed to withstand the demands of commercial environments and are not intended to be used 24/7. Displays located outdoors like LG Direct View LED products should be certified to perform in harsh environments where dust and moisture are a concern. They should provide easy management and be backed by a solid network of support.

LG is one of the world's top manufacturers of digital signage technology. Their vast suite of offerings range from high-end LG OLED, LED, Zero-Client virtual desktop, interactive touchscreens and digital whiteboards. With true-colors, UltraHD, blackest blacks and wide viewing angles, LG's digital signage displays standout anywhere on campus. Plus, with total digital signage solutions extending to software like Cisco compatible displays, Crestron Connected Certified screens and LG's webOS for managing and monitoring screens and display content – LG offers a complete signage solution.

LG Super Narrow Bezel Video Wall - 55LV35A

LG Smart Platform Digital Signage - 49SM5KD with LG Touch Overlay Kit - KT-490

CONCLUSION

LG's product line-up is optimized for higher learning and can effectively deliver educational content and information across an entire campus. Founded on four key pillars; Superior Display Quality, Practical Design, Reliability and Low Total Cost of Operation LG has the right products for every campus need.

To learn more about LG's displays for the education market email us today **info@lgsolutions.com.**

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