NEW DIRECTIONS FOR SIGNS:

USING DIGITAL SIGNAGE TO COMMUNICATE ON CAMPUS

Louisiana Library Association Conference
Lafayette, LA
March 28, 2014

By Sherry Curry and Betsy Miguez
Edith Garland Dupré Library
University of Louisiana at Lafayette
Introduction

- Student Technology Enhancement Grant
- Funded May 2011
- Purpose of Grant
- Location of Digital Sign
Why Digital Signs?
Benefits of Digital Signs

- Modern Communication
- Visual Messages
- Large Images
- Enhancement of Library Promotion
- Instant Updates
- Automatic End Dates
- Paperless & Uncluttered Presentation
Old: Paper Signs
New: Digital Sign

Welcome to the Dupré Library

CIVIL WAR TALK
General Kirby-Smith’s Leadership in the Trans-Mississippi West, 1863
Thursday, March 20 4:00 pm
Dupré Library, 3rd floor
Speaker: Judy Gentry, Retired
UL Lafayette History Department

Lafayette Weather
Conditions for Lafayette, LA at 7:52 am CDT

Current Conditions:
Cloudy, 62 F

Forecast:
Wed - Partly Cloudy/Wind. High: 63 Low: 37
Thu - Mostly Sunny. High: 63 Low: 42
Fri - Mostly Cloudy. High: 66 Low: 56
Sat - Few Showers. High: 72 Low: 57
Sun - Cloudy. High: 71 Low: 48

Full Forecast at Yahoo! Weather (provided by The Weather Channel)
Our Vision

To promote:
• Library Services
• Library Resources
• Library Events
• Additional Library Information
Grant Request

Noventri Digital Signage System

- Commercial grade monitor
- Player
- Accessories
- Consultation
- Customized Graphics

http://www.noventri.com/index.php
## Budget

### Equipment

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>SF-100e Eco-Series Digital Signage Player</td>
<td>$499.00</td>
</tr>
<tr>
<td>(includes server and DS Suite software, USB drive, and power adapter)</td>
<td></td>
</tr>
<tr>
<td>42&quot; Commercial Grade LCD Monitor</td>
<td>950.00</td>
</tr>
<tr>
<td>DVI-DVI Cable</td>
<td>19.00</td>
</tr>
<tr>
<td>Wall Mount</td>
<td>100.00</td>
</tr>
<tr>
<td>Surge Suppressor</td>
<td>40.00</td>
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</tbody>
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### Technical Services

<table>
<thead>
<tr>
<th>Technical Services</th>
<th>Cost</th>
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<tbody>
<tr>
<td>5 Hours of Consultation and Training</td>
<td>$425.00</td>
</tr>
<tr>
<td>Custom Content Slides Design</td>
<td>245.00</td>
</tr>
<tr>
<td>Installation by UL Lafayette Physical Plant</td>
<td>500.00</td>
</tr>
</tbody>
</table>

### TOTAL

$2,278.00
Campus IT Gets Involved

- New Central Digital Signage Service
  - Must use the University’s System

- Grant Purchases
  - Commercial Monitor and Accessories
  - Noventri Player, Consultation, Customized Graphics

- IT Contributions
  - Computer Device
  - Power Boxes
  - Networking Equipment
  - Location
New Location
Concerto

- Central Digital Signage Service
- Free, Web-based Signage System
- Space for Graphics & Scrolling Messages
- Display Space Divided
  - University Announcements & Feeds
  - Content from Campus Departments & Organizations

https://www.concerto-signage.org
Library Signs Rotate with Campus Signs

Dupré Library Hours

UL Lafayette Facebook
Central Digital Signage Service
Advantages

• Campus-wide Distribution

• Campus IT Support

• Browse Other Content
Using the System

- Creating Content
  - Graphical Formats
  - Scrolling Messages
  - Future Releases of Concerto

- Creating Text

- Submitting Content
Concerto Interface

Add Image
Fill in these details to post a new graphical flyer to Concerto.

Please review the Style Guide for Graphical Content before submitting graphics to Concerto.

File to Upload
Specify the file you would like to upload to Concerto.

Title
Enter some words that describe this piece of content to others.

Start Date
When should this piece of content start to be displayed on Concerto?

End Date
When should this piece of content expire? This might be the date of the event you are advertising.

Duration
For how long should this piece of content be displayed on a screen?

Submit to Feed(s)
Please limit to the most relevant category for your message.

Dupre Library (Internal)

Submit Content
Graphics

- Requirements for Graphics

- Sources for Free Graphics

  - 4 Free Photos - http://www.4freephotos.com/
  - Open Clip Art - http://openclipart.org/
  - P D Photo.org - http://pdphoto.org/
  - Public Domain Pictures - http://www.publicdomainpictures.net/
  - Sweet Clip Art - http://sweetclipart.com/
  - Wiki Media Commons - http://commons.wikimedia.org/wiki/Main_Page
Microsoft Online Images and Clip Art

Dupré Library

Spring Intersession Hours
May 11-June 9

Monday-Thursday       7:30 am-5:00 pm
Friday              7:30 am-12:30 pm
Saturday-Sunday          Closed

All services cease 15 minutes prior to closing

Closed on Memorial Day: Monday, May 27

Tools for Editing Graphics

- Adobe Programs
- IrfanView - http://www.irfanview.com
- Paint.NET - http://www.getpaint.net/
- PicPick - http://www.picpick.org
Future Plans

• Request for New Signs
• Campus IT Proposal
• Animation & Other Formats
Location of Future Digital Sign
Contact us:

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