

# University of Bedfordshire

## Digital Signage

### Reflex helps streamline and unify communications at University of Bedfordshire



#### AV Requirements

The University already had stand alone digital signage systems in each campus which were used mainly for showing Power Point presentations.

John Wells, the University's Computer Services Manager, explains, "We looked for a digital signage system which would unify our myriad of existing screens across the University, to provide a single corporate system capable of getting essential information out to staff and students easily and simply."

His aim was to be able to control the content of all the screens centrally, allowing the setting up of standard templates and colours, whilst still allowing each campus building to add their own relevant content. Additionally, John wanted the ability to be able to show TV content onto the screens.

Having thoroughly researched the available products on the market, he decided that the Onelan system would achieve his objectives whilst giving flexibility of layout, ease of use and scalability. He contacted Reflex to undertake the project, as the University had an ongoing relationship with them, having previously worked with them on a large 25 room AV installation.



The University of Bedfordshire ranks highly in the league tables of UK Universities and has seen a 23% increase in applications for 2009. This is due to its high-quality teaching, outstanding student support and excellent personal, career and professional development.

The University has seen massive investment in its infrastructure, part of which was the installation of a Onelan digital signage system in the Spring of 2009.

## The Solution

Reflex made use of the existing display screens, thus protecting the University's previous investment.

They recommended 17 subscriber NTB610 digital signage players, fed from one main publisher unit. Reflex installed a network point for each screen and concealed the Onelan player, distributing the signal through CAT5 cable.

The system also includes one central player which gives the central control required. Additionally, an OmniServer IPTV unit allows the central distribution of live TV signals, without the need to run additional RF cabling, thus keeping costs down.

The system is used to show a wide variety of content, including public contents such as BBC and Sky News, feeds for local weather as well as University news and events. It is also used for department specific information such as Open days. It is planned to include an XML feed from the Association of Train Operating Companies, to provide up to date timetable information from Bedford and Luton train stations, to help promote sustainable transport solutions.

## The Results

John Wells, the University's Computer Services Manager, is delighted with the installation which he feels fully meets his objectives.

"Reflex has supplied and installed a lot of AV equipment to the University over the past year and have proven to be very reliable and professional.

This installation by Reflex went very smoothly and the new screen layout has attracted a lot of interest from staff.

I look forward to being able to work with them in the future."

