Mvix
Enterprise Digital Signage

DIGITAL SIGNAGE
SOLUTIONS FOR

EDUCATIONAL INSTITUTIONS

VISUAL COMMUNICATION IN SCHOOLS AND COLLEGES
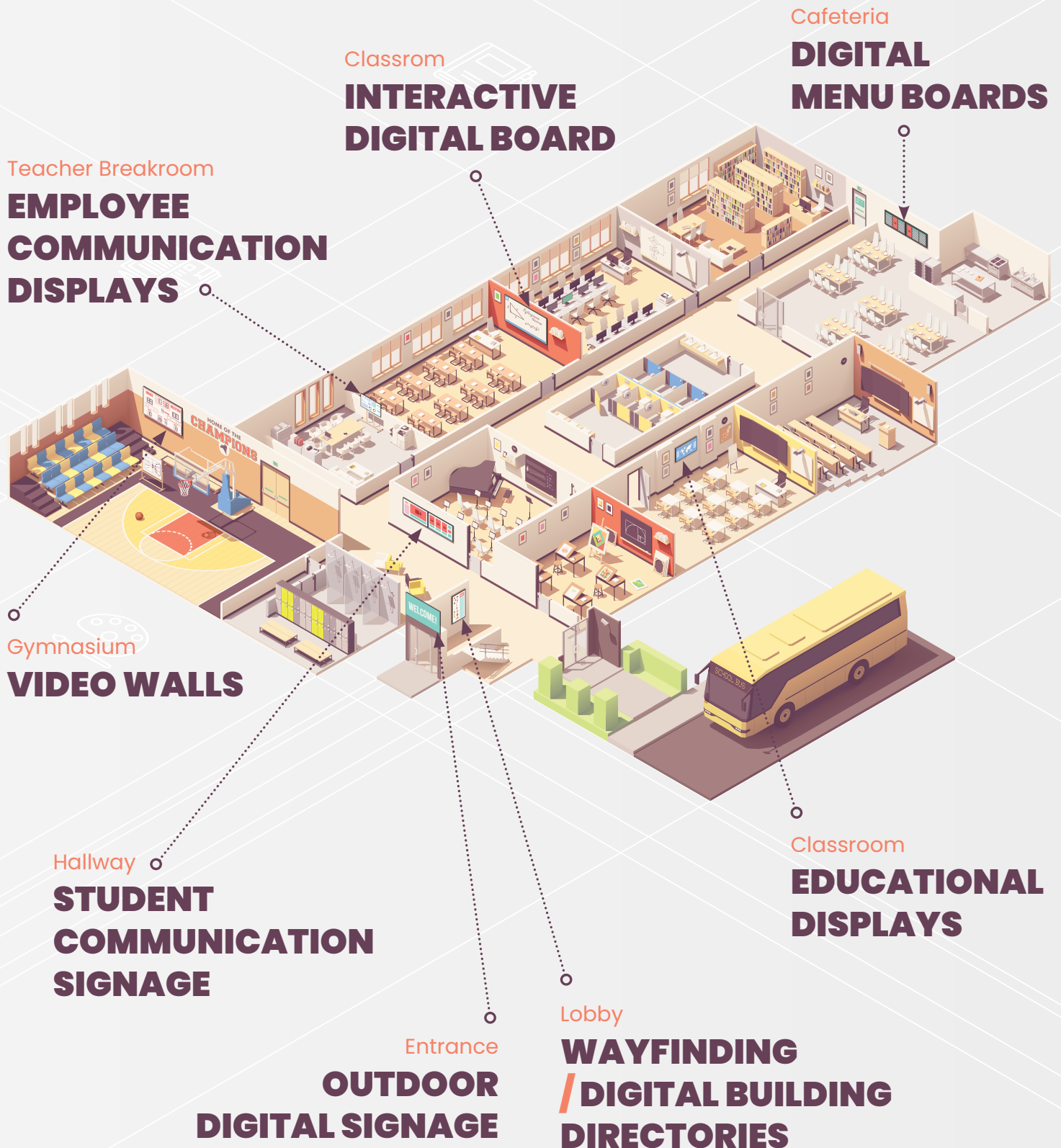
Classrom
INTERACTIVE DIGITAL BOARD

Cafeteria
DIGITAL MENU BOARDS

Teacher Breakroom
EMPLOYEE COMMUNICATION DISPLAYS

Gymnasium
VIDEO WALLS

Hallway
STUDENT COMMUNICATION SIGNAGE

Entrance
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Lobby
WAYFINDING / DIGITAL BUILDING DIRECTORIES

Classroom
EDUCATIONAL DISPLAYS

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DIGITAL SIGNAGE SOLUTIONS FOR
EDUCATIONAL INSTITUTIONS

Communication gaps between school administrators and students are among the major challenges facing educational institutions.

Traditionally, schools pinned posters on bulletin boards and classroom pinboards to inform students of class schedules and upcoming events. Today, **over half** of U.S. children have a smartphone, and they respond more actively to digital communication. With this in mind, schools need to embrace digital signage to capture the interest of their students.
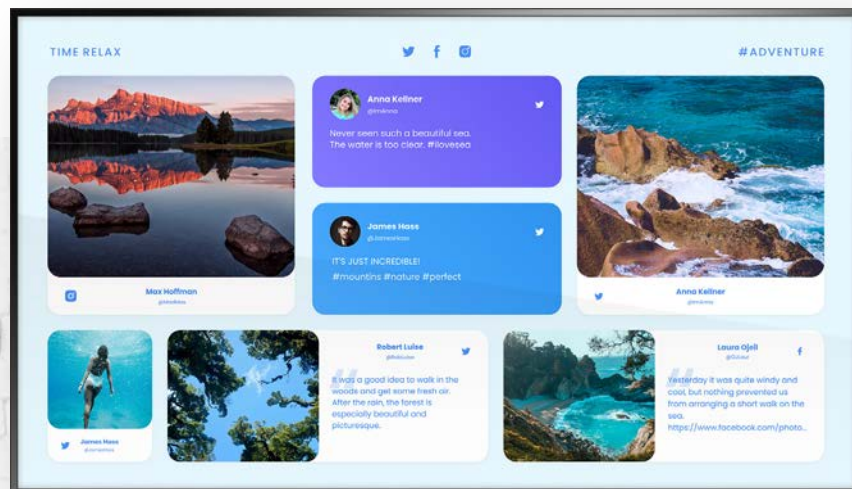
What Is Digital Signage?

Simply put, digital signage is content displayed on digital screens. Digital signage describes the use of display technologies like LED, LCD, and projectors to show **dynamic content** that **informs** and **entertains** customers, employees, and passersby.

Digital signs work in various settings, including schools, healthcare centers, retail stores, government buildings, and sporting arenas. The technology also has many uses, from wayfinding, advertising, entertainment, and teaching.

Why Schools Need Digital Signage

Schools must ensure that any **new technology** is beneficial **academically** and **financially** before adoption.

While retail stores, malls, and entertainment centers have quickly deployed digital signage, schools have taken longer to catch up. However, more and more schools are discovering how much they can accomplish with this technology, from displaying real-time emergency alerts, making instant updates to class schedules, and sending memos to staff.

Formerly, schools hung posters on cluttered bulletin boards that students often ignored. Consequently, there was much confusion on campus as many students didn't know which classes were canceled or exam dates changed. Fortunately, a digital signage solution replaces your dull and overcrowded notice board with eye-popping digital displays that boost on-campus engagement.

Furthermore, today's students have many choices on where to go to school. A modern school ground with digital screens creates a great first impression on students and parents.

Here are some important statistics to consider:

73% of learning institutions see the benefits of digital signage in education as crucial for the future of communication.

96% of students say that video increases the learning experience.

Applying technology to education helps students to **reduce stress (45%)**, **improve confidence (46%)** and **efficiency (57%)**, while also helping students to better **prepare for class (67%).**

97% of students prefer to receive information via digital channels rather than from a non-digital source.

96% of students notice digital signage immediately and can recall its content.

Educational Institutions That Can Use Digital Signage

Digital signage helps many educational institutions **communicate** more **effectively** with students, teachers, and parents, including:
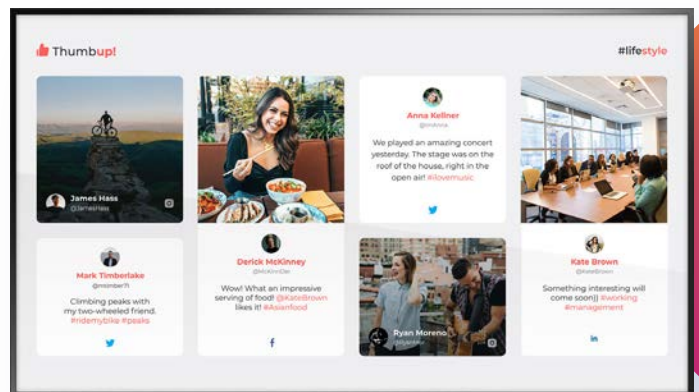
K-12 Schools

The digital generation consumes most information on digital platforms, and your K-12 school risks getting left behind if you still use static posters. Luckily, school digital signage can help you elevate the learning experience in your institution via rich media on vibrant screens.

Also, the technology can transform any K-12 school into a modern center that delights visitors. For instance, digital lobby signs can display welcome messages and highlight student accomplishments. Next, digital screens in hallways provide wayfinding information and show current events. Finally, digital menu boards at the school's cafeteria can share weekly meal schedules and nutrition tips.

Colleges and Universities

Colleges and universities disseminate a lot of information every day. Previously, school administrators relied on emails and posters on corkboards to inform students and visitors. However, students easily ignore traditional signage, and information quickly gets stale and outdated on tired bulletin boards. In contrast, digital screens are eye-catching and engaging, and you will notice students gathering on the screens throughout the day.

Vocation Schools

Vocational schools use outdoor and indoor signage to advertise their programs and display real-time announcements. Since you can update the screens as needed, students stay informed on canceled classes, upcoming events, important messages, and job opportunities. Moreover, wayfinding signs help visitors navigate the campus while bright LED displays share directions with nighttime students.

Driving Schools

Digital signage can help your driving school keep pace with technology. Teachers can leverage digital signs to make learning fun and interactive via striking presentations using graphs, texts, games, videos, and games. Further, presentations on ultra-HD screens incentivize driving school students to participate during lessons.

Trade Schools

Digital bulletin boards are effective mediums for sharing vital information in trade schools. What's more, digital screens in classrooms and labs enrich the learning experience via crystal clear animations, videos, and images. Digital signs are excellent learning tools since they hold attention quickly and for longer.

Nursery

Digital screens in nurseries are excellent mediums to inform visitors and staff. For instance, digital lobby displays can show your accreditations or a slideshow of your team and their qualifications to establish yourself as a premier school. Another idea is to showcase student work in classroom displays to make children proud of their artwork and class projects.

SOLUTIONS

Your **digital signage system** will only be as **powerful** as the **content management software** powering it. Fortunately, the digital signage market has many options to find the **right** software.

The most important features are:

Remote management

Content scheduling and programming

Dynamic content options

Scalability

User access control

Ultimately, the right **digital signage software** lets school administrators manage a **network of screens** across the campus from any location. You can place digital signage in numerous areas, including:

Classrooms

Digital signage is a visually-engaging way to engage students in the classroom. For example, you can display assignment instructions for group assignments, grammar exercises, and math questions to increase learning outcomes in the classroom. Also, highlight learning timetables and remind students of upcoming events like school plays, field trips, and project due dates.

Common Areas

Usually, students hold informal gatherings in common school areas like food courts, hallways, and playgrounds in-between classes. Digital signage displays in such places can entertain students with social media feeds and fun trivia, promote sign-ups for clubs and activities, and push safety reminders.

School Entrance

Digital kiosks at the school entrance provide critical information to arriving visitors and students. Further, digital lobby signage establishes your school as a state-of-the-art facility. Content ideas include wayfinding information, newsletters, and bus schedules.

Hallways or Lobbies

Digital signage in lobbies and hallways is an excellent tool for navigation, particularly on large campuses. You can make quick changes to digital directories if meetings or classes move.

Teacher's Lounges

Digital TV screens in teacher's lounges streamline internal communication and replace cluttered bulletin boards with weeks-old posters. Post teaching schedules, H.R. updates, upcoming test schedules, and event reminders to keep staff members up-to-date.

Bookstore

Universities and K-12 schools with bookstores can show upcoming releases, popular books, and popular topics that interest students. Additionally, digital bookstore signs can increase revenue by advertising books the school recommends and promoting products like branded clothing, sports gear, and souvenirs for parents.
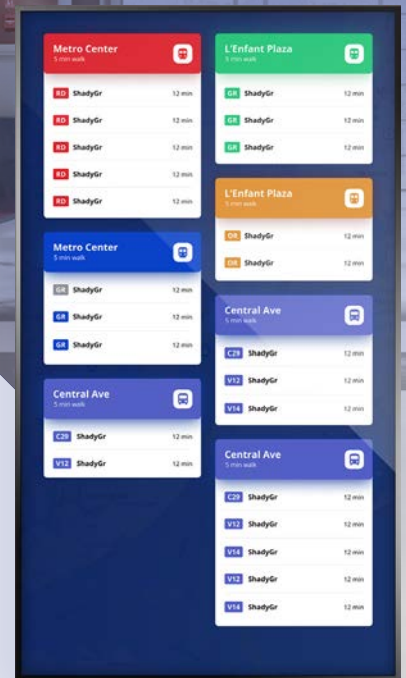
Cafeteria

Digital menu boards in the school cafeteria result in shorter queues as students can see all their meal options. Additionally, digital menu boards promote healthier choices by showing nutrition information and alternatives to popular choices.

Outside

Outdoor digital signs can transform the way you communicate with stakeholders. For example, outdoor signs can motivate students during sports days or P.E. lessons. However, protect your outdoor signage from the elements with durable enclosures and pay attention to screen glare from sunlight.

Libraries

Normally, library staffers have so much information to give visitors but so little time as there are countless tasks to complete. Fortunately, digital signs can help students navigate aisles, locate specific titles, and explore upcoming events such as tours by popular authors. What's more, you can reinforce rules and regulations in the library via clear instructions on digital screens.

Use Cases

Digital signage lets school administrators centralize **information** in one platform. Some **use cases** of **educational** digital signage are:

Digital Welcome Boards

Digital welcome boards at entrances make a better impression than paper flyers on untidy noticeboards. Equally important, digital signage eliminates the need to reprint the posters if there are changes to your welcome message. You only need to grab a fresh template and publish it in minutes.

Digital Lobby Signage

Lobbies shape the first impression prospective students and visitors receive when entering your institution. The clean, uncluttered, and modern look offered by digital lobby screens impress stakeholders and presents your school as a tech-forward facility.
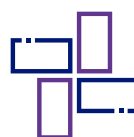
Video Wall Solutions

Video walls are awe-inspiring, making them perfect for school campuses that need stimulating displays to excite students. You can do so much with video walls, from showing off your school mascot and colors to celebrating student work and staff accomplishments. Furthermore, customize the message on video walls according to season, such as welcome messages and virtual tours as new students join the school.

![Mvix Enterprise Digital Signage]
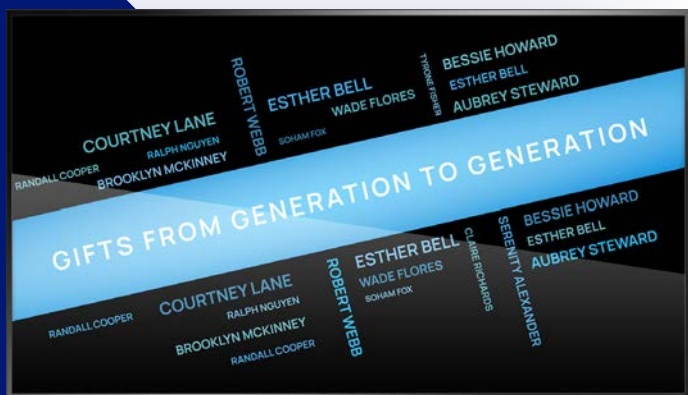
Advertising and DOOH

Digital signs are great advertising tools as they can promote specials in the school cafeteria or tutoring services in the area. Moreover, you can partner with local brands to advertise their services and earn the school revenue.

Interactive Digital Signage

Interactive digital displays have many uses on school grounds, from room booking systems for faculty meetings to collecting information from students. Place interactive kiosks in strategic places like entrances and hallways for maximum engagement.

Wayfinding Digital Signage

Students and visitors find it hard to navigate large campuses. Thankfully, digital wayfinding orient people quickly and minimizes on-campus confusion. Interactive maps are handy as visitors can plan their routes and send directions to their smartphones.

Digital Menu Board

Digital menu boards delight digital natives, who are already used to the bright screens on their phones and computers. With digital signs in cafeterias, you can promote different food items at various times in the day, highlight nutrition properties, and advertise daily food offers.
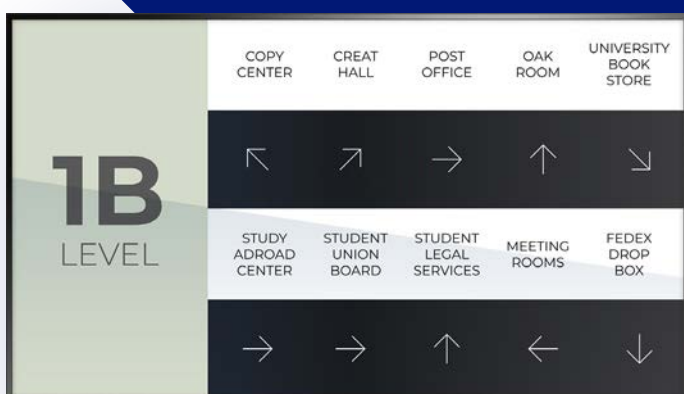
Digital Building Directory

The primary advantage of switching to digital directories is changing information with a few clicks. In this way, you direct visitors to the proper lecture halls, departments, and amenities without the confusion caused by outdated information on static directories.
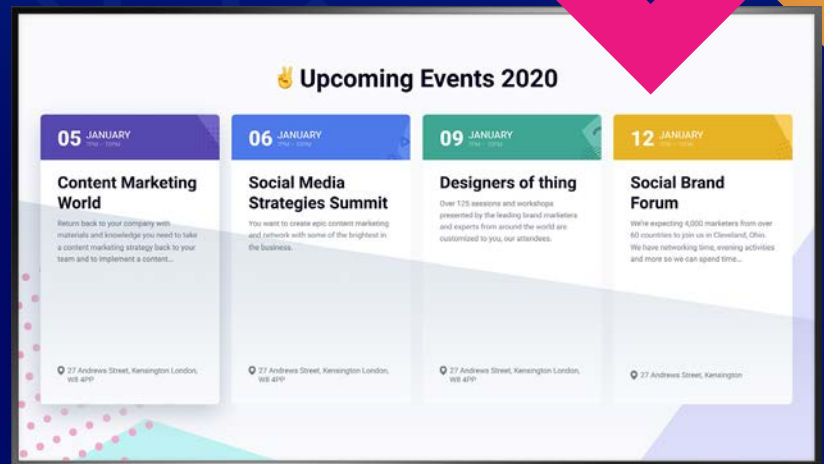
ROI

Schools can't determine the **ROI** of purchasing **digital signage** quantitatively since there are no marketing budgets to contrast with revenue. Instead, school administrators use qualitative measures to assess the **value of education** digital signage. In other words, ascertain whether the **benefits** of **digital signage** in your institution outweigh the costs. Let's explore some benefits of this **technology** in schools.

An Effective Tool Between Learners and Faculty

Improved communication is the primary advantage of digital signage for schools. Typically, school administrators have to inform hundreds of thousands of students every day. Updating bulletin boards with paper flyers is time-consuming, and the information on these boards is often outdated. In comparison, school administrators can change digital signage content in **real-time** with a few clicks.

Makes Communication Available to Target Audience

Digital signage helps schools get the right message to the right audience. For instance, employee-facing screens remind staff of upcoming events, professional training opportunities, H.R. announcements, and test due dates. On the other hand, digital lobby signs welcome visitors, provide the school's brief history and accomplishments, and display wayfinding information.

Engaging Digital Natives

As digital natives, today's students need stimulating environments to learn and pay attention. Luckily, digital signage for schools gets **400% more views** than static signage, and the animated content on bright screens will compel your students to stop and look. As a result, schools enjoy a more engaged student body.

Link Between Educators and Students

Digital signage is an excellent technology to bridge the communication gap between digital natives and older staff. These two generations expect different things from the school environment, but digital signs can improve communication between students and educators and elevate the learning experience.

Effortless and Timeless Transition

Digital signage for schools reduces the administrative hassle of updating bulletin boards with paper posters every few days. Schools can manage interactive whiteboards, projectors, and digital screens from one compact system with this technology. Moreover, anyone can update content, regardless of their level of familiarity with technology.
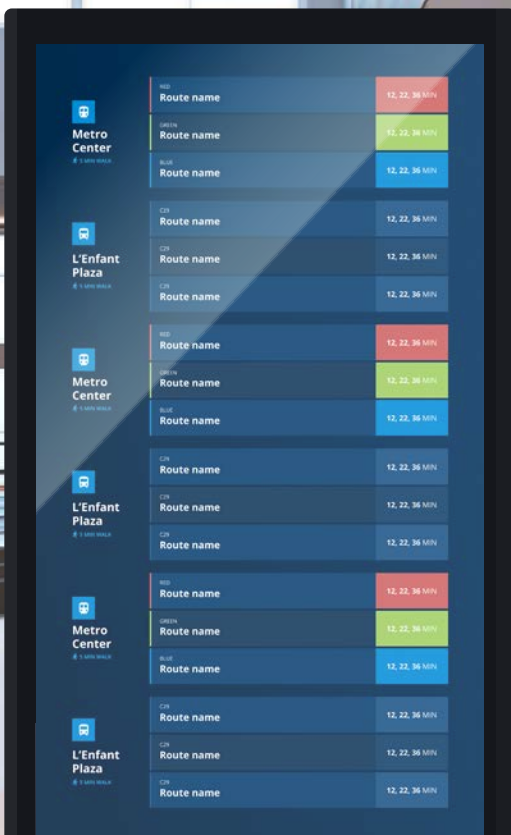
DIGITAL SIGNAGE
Content Apps

Installing digital signs across your campus is just one part of the process. The most vital part is feeding these screens with engaging content that compels people to stay glued to the displays. For this purpose, you require powerful digital signage software with content integrations. For instance, the Mvix software has more than **150 content apps** and integrations to simplify content creation, including:

Videos

The video input app is a valuable resource to entertain visitors and students with movies, music videos, sports feeds, and live news. You can combine live videos with other content, such as the school's accomplishments and trailers of upcoming plays to excite students.

Maps and Wayfinding

The wayfinding app lets school administrators display interactive maps that enhance on-campus navigation. Visitors can explore floor plans on wayfinding kiosks and locate lecture halls, amenities, classrooms, and departments. Further, send-to-mobile maps via Q.R. codes or text enhances visitor convenience.

Social Media

Currently, around **56% of U.S. youth** have social media accounts, making a social media wall a great addition to your campus. The social media app lets you show a curated and vibrant presentation of social media feeds from different platforms like Instagram and TikTok.

Emergency and CAP Alerts

Schools need to quickly send emergency alerts to keep everyone safe. Fortunately, the emergency alerts app overrides your current content with instant safety messages on specific devices or all screens in the school.

Event Listing App

Schools always organize events like PTA meetings, games, plays, musicals, fundraisers, auctions, and academic competitions. The events listing app empowers school event planners to promote upcoming events and increase revenue.

SUCCESS STORIES FOR
EDUCATIONAL
INSTITUTIONS

Olivet Nazarene University

Olivet Nazarene University set out to look for a new **digital signage provider** after realizing some gaps within their previous signage **solution** and **communication**. The university chose **Mvix** because of its **feature-rich** digital signage solutions and **reasonable price.**

News and Events Board

Students, faculty members, and visitors alike get to say in the know of what is happening by catching updates on the display boards. Are any events coming up? Need to send out some information to the students? The university uses its digital and events boards found all across the campus.

Welcome Sign Boards

Digital welcome boards are especially important in creating that great first impression. Featured at Olivet Nazarene University are eye-catching displays with a welcome message for visitors.

Welcome Sign Boards

Olivet was able to add to its buildings thanks to the contributions of generous donors. The university continues to show that it is grateful and recognizes these contributions by highlighting the names of the donors on various donor walls.

Social Media

Olivet Nazarene University students are further engaged with their digital signage utilizing social media content apps. Feeds displaying student life, current campus news, and captivating pictures also entertains visitors and guest while they wait for assistance.

If you would like to read the full Success Story, you can view and download it <u>here.</u>

Eastern Kentucky University

Eastern Kentucky University wanted a more dynamic way to communicate with their students and update their directories. They also used static directories to display office locations. These traditional directories were expensive and time-consuming for the university to update, leaving students and guests confused about where offices and classrooms were located.

Lastly, they used static posters and email to share information about tutoring and upcoming events, which were time-consuming to create, costly to update, and a hassle to disperse. They also lacked animation.

They are able to display unique content including announcements, events listings, directories, CAP alerts, weather/time, RSS feeds, and more. The Mvix digital signage platform also provided streamlined content management for Eastern Kentucky University. Campus staff can easily upload and manage content for upcoming events and new announcements. They can also update their directories to reflect new staff members and office numbers. This allows them to display the most up-to-date information available.

Advanced content scheduling is also a win for Eastern Kentucky University. This allows staff to schedule content in advance for optimal viewership and increased engagement.

EKU implemented a digital signage network of 9 screens within their 6 College of Health Science buildings, all powered by **Mvix Digital Signage** platform and **content-rich digital signage software.**

If you would like to read the full Success Story, you can view and download it here.

![Mvix Enterprise Digital Signage]

Romeo Schools

Romeo Community Schools pride themselves on keeping up with the times, specifically in this digital age. They are also known for their technological innovations. They needed a versatile yet reliable software solution that could accommodate all their needs. Romeo needed displays to work as digital menu boards, and to showcase announcement content. They also wanted the ability to customize their content to suit their changing needs.

Lastly, Romeo needed **digital signage solutions** that could be managed **remotely** as they have so many physical locations. Currently, they have **30 displays** across **9 buildings.**

Here's a highlight of what solutions are deployed at Romeo Community Schools and how they are used.

Digital Menu Boards

One of the main ways Romeo utilizes their digital displays is in the form of digital menu boards. Romeo High School has a large cafeteria, and each food area has a digital display screen. These screens show featured menu items, prices and weekly specials.

Student Communication

Romeo's digital display screens act as noticeboards for students. The best part is they can immediately update them if there is a misprint or incorrect information. It also allows them to display multiple announcements from one screen. Romeo's staff also makes use of Canva to come up with creative visuals for their displays and keeps their content new and engaging. Romeo can now use the Canva app in Mvix CMS v3.

Wayfinding

Wayfinding can help students and visitors navigate the school building. This tool helps enhance the experiences for everyone stepping foot inside the school. It helps better understand the layout of the physical building, which is perfect for new students looking to find their way or parents who aren't familiar with the school when they have parent-teacher conferences.

Remote Management

Mvix offers full-service digital signage. This means support is also offered after the software is purchased. Another feature Romoea likes is the ability to remotely manage content in all their buildings. It's useful to see all of their digital displays from one account.

If you would like to read the full Success Story, you can view and download it here.

New Life Christian School

New Life Christian School needed to display school and church announcements at **multiple campus locations**. They wanted a **communications platform** that would **inform**, **connect**, and **engage** students of all ages and grade levels across the school's campus yet also support the local church and ministries on the weekends.

The school previously used paper announcements on cork boards located across the campus, but the logistics and resources needed to properly keep all of the boards updated proved to be too arduous a task for administrators to handle on a regular basis.

Additionally, student and congregation members often overlooked the announcements because they were plain and unappealing.

NLCS selected five different devices for their needs so that each media player could provide something unique.

Mvix Lite

With the Mvix Lite, the school has access to the standard Mvix experience and the cloud-based Mvix CMS software. The software platform is equipped with the HTML app, allowing administrators to pull in content from their website home page for displaying school and church event listing and announcements.

Xhibit Live

With the Xhibit Live, the school can show live video streams of church services as they happen. The screens connected to the Live device are in the main lobby of the church and are replicated in other locations throughout the school.

Xhibit 4K solutions

With the Xhibit 4K solutions, administrators can display crisp-looking UHB video and photo content from the software platform. This allows them to share content that visually pips and highlights images that are captured at school events.

If you would like to read the full Success Story, you can view and download it here.

Western Michigan University

Western Michigan University wanted a streamlined, integrated network that could simultaneously connect all of its regional sites to the same communications channel, while also providing flexibility for the local sites to provide their own relevant messaging.

Prior to digital signage installation, each regional site had to provide its own messaging solution, whether that was paper bulletins on corkboard signs, cardboard posters, or PowerPoint presentations on USB drives.

Mvix implemented a network of more than **30 digital signage displays** at **15 different campus facilities** in Michigan and Florida. The displays were installed in the entrance lobbies of each facility, including dorms, student centers, and administration buildings.

Students, faculty, and visitors could now see new content as soon as they walked in the door. All of the displays are integrated with the internal calendar of the building they are located in, so event listings are unique and relevant for the specific local audience.

Administrators also use the screens to push out notices that would typically be sent out only via email, allowing more students and faculty to be informed and aware of various university developments and news.

As the managers of the system, the marketing team is able to add branded content like YouTube videos and advertisements into the scheduled mix of localized content at each location. The team had created a particular campaign around the school's tagline, "Welcome to Someday," and the digital signage network gave them a platform to reinforce the new branding.

The Western Michigan University implementation also included the Mvix Signature Care support package which provides an entire library of premium content widgets, free device upgrades every three years and a lifetime warranty on all signage devices, among other exclusive benefits.

If you would like to read the full Success Story, you can view and download it <u>here.</u>

Valley Christian School

Arizona's top Christin High School, Valley Christian High School (VCHS) offers students a well-rounded education that prepares them spiritually, academically, socially and physically for life after high school.

VCHS, an avant-garde institution, recently launched a one-to-one technology program that goes beyond simply providing students with an iPad. This program is revolutionizing the way their faculty instruct and the way students learn, collaborate, and engage with their peers and faculty. Naturally, digital signage plays an important part in this program.

VCHS deployed Mvix Plus screens, which allows the school to customize the environment for different events and audiences from a single web-based management portal. With Mvix screens, they present pertinent information and events, bell schedules, student life photos, Twitter feeds, etc. that keep the feeds fresh and the students engaged.

Also, Mvix's solution allows them to access and control all of their displays from a single access point and customize templates to deliver a wide range of content through Mvix CMS software.

They also received professional training to ensure they got the most out of their digital signage software with trips and tricks.

> " *The Mvix solution has surpassed our expectations,* "
> said Bryan Winfrey, Director of Communications & Student Recruitment.

> " *The ability to* **schedule content** *for certain dates and times allows the system to nearly run itself. There is* **content** *just waiting for their time to come, and then they play when they're supposed to and drop off the schedule. I can stage everything and walk away.* "

If you would like to read the full Success Story, you can view and download it here.

Brandeis University

Brandeis University wanted to improve its overall campus experience and stay up to date with digital trends. Prior to the digital signage implementation, Brandeis University used static posters and flyers to advertise its campus news and events.

With the campus being spread out and hosting over 2,000 programs a year, they needed a more centralized and sustainable solution to display all their advertisements. The static posters and flyers were time-consuming to create, costly to update, and a hassle to disperse across campus.

Brandeis University also wanted a way to appeal to prospective students. While the static posters showed information and event listings, it wasn't easy to read or engage. The university wanted an innovative way to display this information as well as videos of the school's amenities and accolades.

Brandeis University implemented 16 digital signage screens across their campus, all powered by the Mvix Digital Signage Platform. The Mvix digital signage platform provided streamlined content management for Brandeis University.

Within the software, both staff and students can easily upload and manage content for upcoming events and announcements. This allows them to display the most up-to-date information for students and staff to engage with. A robust platform was important for Brandeis University.

With the Mvix platform, staff members are able to manage their campus displays remotely. Staff and students can also upload content from one platform at any location. The ability to manage their displays remotely helped increase student participation as well as campus efficiency.

Moreover, the platform also features advanced content scheduling. This allows Brandeis University to schedule content in advance for maximum impact and engagement. It also allows different content to be displayed at different times of the day.

This enables them to target viewers and segment their screens for different audiences. Mvix's content-rich digital signage software includes over 150 content apps and data integrations, giving Brandeis University a library of content to choose from.

If you would like to read the full Success Story, you can view and download it here.

Marsing Joint School District

Idaho's Marsing Joint School District announces the implementation of multi-campus digital menu boards by Mvix across the district. The school district, which was awarded the HealthierUS School Challenge Silver medal, aims to get kids interested in their eating habits. The Mvix digital menu boards are playing an important role in the Marsing School District's mission: to educate all students to lead productive, satisfying, and responsible lives now and in the future.

> **Bringing this technology to the school district was a goal of mine and after about two years of research, I found the right digital menu board solution with Mvix,**
said Teresa Bettleyon, Director of Child Nutrition.

> **Mvix was very cost-effective compared to other providers that we looked at.**

The digital menu boards are not only revolutionizing the serving lines, but they're also allowing Teresa and her team to add nutritional facts like calories, fat grams, and protein.

> **If students are aware of their dietary intake, they can start making better choices. I am very satisfied with the digital menu boards!**

The Marsing School District also enrolled in the Mvix Managed Service. This service includes a portfolio of offerings for the turnkey and comprehensive management of the digital signage network. The service offerings include content design and production and scheduling; playlist, template, and layout setups; monitoring and operational support, and maintenance and network management.

> **This service has made managing the menu boards so easy for me. All I need to do is provide Mvix with my menus and voila! They design the content, accompanying art, and layout and they schedule the menus,**
added Teresa.

If you would like to read the full Success Story, you can view and download it here.

North Brunswick Township High School

North Brunswick Township High School (NBTHS) was built in 1974 to foster the academic and personal growth of students in the community. North Brunswick is a vibrant and diverse community bordering New Brunswick, South Brunswick, and East Brunswick. The school's mission is to create globally-aware citizens with a passion for long-life learning.

Previously, NBTHS communicated with its 1,900 students and 175 teachers through record boards scattered across the institutions. However, students and staff paid little attention to the static posters because they were dull and uninspiring.

Also, today's school-going children are used to digital imagery, and schools like NBTHS need digital solutions to keep high schoolers entertained and engaged. Lastly, NBTHS wanted to empower students to create signage for themselves. As such, the school required a central platform that could disseminate content to multiple displays across the campus.

Here are the solutions that NBTHS deployed:

Digital Signage Menu Board & Players

The campus deployed 12 digital signage boards and players across its property to inform students, staff, and visitors. The screens display crisp videos of school events, the latest news, social media feeds, announcements, and more. Visiting students and sports teams are especially impressed by the colorful visuals on the displays

Content Management Software

The student body at NBTHS needed user-friendly and intuitive digital signage software to create digital content effortlessly. Luckily, the Mvix smart Digital Signage Software lets users curate and manage content for multiple displays.

Implementation Assistance

Mvix certified and experienced trainers offer professional installation services to acclimate clients with digital signage solutions. The Mvix team created and deployed content for NBTHS and provided ways to measure their ROI.

Tech Support

Highly-responsive customer support and personalized one-on-one training sessions. Mvix's Client Success team is comprised of network+ certified engineers, project managers, programmers, and hardware engineers to ensure the success of all digital signage projects.

If you would like to read the full Success Story, you can view and download it here.

Montgomery Community College

Montgomery Community College (MCC) is a public two-year institution offering certificates, diplomas, and associate degrees in various traditional and specialty areas. The college was founded in 1964 and chartered in 1967. It is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCoC.) The MCC campus is located at the edge of Uwharrie National Forest in the Uwharrie Mountains. This campus is truly a picture of tranquility, with many walking trails and plenty of green spaces.

The level of engagement and its impact on improving the overall campus experience has been more than we could have imagined," said **Kelly Morgan**, Director of Marketing at MCC. "*We are pleasantly surprised and very impressed.*"

Montgomery Community College was looking for a solution to save time and money. Additionally, the college recognized that the static posters were not particularly striking and didn't hold any particular appeal to the target audience. For this reason, prospective and current students, staff members, and visitors would pass over reading the message displayed on the posters. This is a challenge that digital signage is the solution to, as digital displays are easier to read and more. engaging.

Not one to be left behind, Montgomery Community College chose to deploy digital signage solutions and keep up with the trends. The institution also recognized the many inherent advantages of digital signage over traditional signage. MCC was especially keen on the fact that digital signage is more effective at grabbing the attention of the audience and gets more looks than any static signage ever could.

For all the inherent features and capabilities the implemented digital signage network at MCC has to offer, the college has highlighted another great reason for choosing Mvix is that the price was reasonably within their budget. The reasonable upfront costs, reduced

printing costs, and overall effectiveness of the digital signage network have all gone into proving that it is a worthy investment.

THE RESULT

Montgomery Community College has gone from relying on static posters and emails, to communicating with its students and staff to using its digital signage system for effective communication. Mvix's screens display dynamic content that quickly catches everyone's attention, unlike the static posters that students and staff members would sometimes fail to give a second look at.

If you would like to read the full Success Story, you can view and download it here.

In Conclusion

Digital signage for educational institutions streamlines **internal communication**, bridges communication gaps between digital natives and older educators, **reduce printing costs**, and **enhances navigation**.

This technology continues to play a key role in the modernization of **K-12 schools, colleges, and universities.** To sum up, **digital signage** makes schools **safer**, **easier to navigate**, and more **convenient.**

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