

University of Wollongong



University of Wollongong use Omnivex Digital Signage software to improve the engagement of students, visitors and the broader community

Overview

Customer Name

University of Wollongong

Industry Sector

Education

Location

New South Wales, Australia

Application

Real-time information such as news and alerts

Omnivex Solution

Omnivex Moxie Digital Signage Content Management Software

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Customer Overview

The University of Wollongong (UoW) originated in 1951 when a division of the then New South Wales University of Technology was established in Wollongong. Over 50 years later, the University boasts over 18,000 students across three campuses. The University consists of 9 faculties offering a wide range of courses across Arts, Education, Health & Behavioural Sciences, Engineering, Law, Science, Informatics, Commerce and Creative Arts. UoW has a strong research focus and has developed a reputation internationally for its applied research across economic, social and technological issues. The main Wollongong campus is set on a site covering 82.4 hectares of lush greenery which establishes the natural setting of the campus.



Scope

Improving the engagement of students, visitors and the wider community is part of any tertiary institution's key objectives.

UoW required a platform where they could convey key information to students and visitors easily and effectively via a visual display network of LCD, plasma and alternative visual methods. The content to be delivered included welcome notices, UoW news and announcements, parking information, weather and emergency alerts.

UoW chose Omnivex Moxie as their digital signage platform which they called UoW Now. Omnivex Moxie provided advanced functionality over all the other digital signage software platforms. Its features include full design layout, flexibility, and the full range of content types such as flash, rss feeds, video formats and linking of data in real-time. Omnivex Moxie's unique intelligence with business rules



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Commented Lance Jeffrey, UoW Strategic Project Manager

and content provided for automation and time savings in everyday use.

UoW had some challenges to overcome when considering implementing a digital signage network. Being a green, natural campus they did not want to be seen as advertising to students and had to overcome the hype that digital signage is solely about advertising. Digital signage has to relate to the audience and deliver on both the organisational as well as the viewer goals. “Content is king” has now been replaced by “context is king”. Contextually driven digital signage is where content relates to and engages with the audience. The digital signage required needed to be student and public facing. One of the main factors in incorporating the digital signage network was to convey that UoW is not an insular University, however that the University is part of the wider community. UoW achieved this by displaying information that was not only relevant, but also engaging to the students and visitors to the University. All information displayed on the screens throughout the University offer information on UoW news, courses, events therefore students look to the screens, which are located in high traffic areas, for current and relevant communications.



The development of the campus into digital media has bought some exciting challenges, mainly to gather and create content. Lance Jeffrey, UoW Strategic Project Manager, reflects “This made us go back and clarify the type of communications to staff and students and the wider community – this has been an exercise in change and change management.” The surprising outcome was that Omnivex Moxie digital signage bought together normally separate faculties to collaborate and share content. UoW TV has now become an integral part of the UoW campus and has been tied into the curriculum for Journalism, Arts and Communications students, all within 2 months of operation.

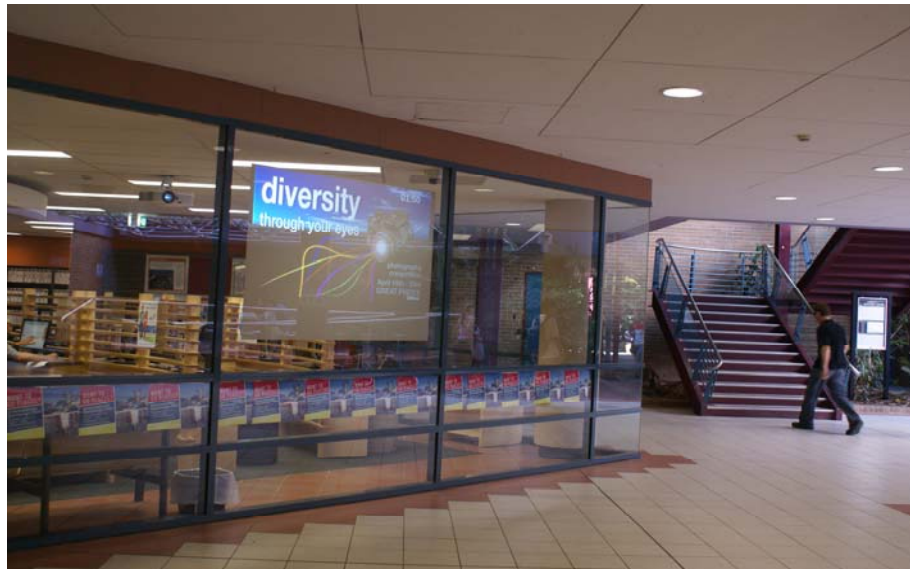
UoW Now is a multi-purpose platform designed to communicate with students and form part of their everyday life at the campus. UoW has a large international student base so the task was to create content that engaged them directly and allowed them to feel included, not just at UoW but into the wider community. International students can now see real-time dynamic content such as weather at home, maps, student events, what’s happening on campus and where to go to for information.



Omnivex Solution

Omnivex was judged by UoW to be the premier software program and was their software of choice. Omnivex Moxie offers automation which has a time-saving benefit and a visually appealing screen layout which UoW preferred over other software. The Omnivex Moxie software manages all aspects of UoW's digital signage network, including content creation and management, real-time acquisition and distribution of data.

UoW have received a number of benefits from the Omnivex Moxie Digital Signage system from its launch 2 months ago, in March 2010. One of the major benefits UoW have gained from using the software is more awareness of digital media and focussing on getting the content right. UoW did not want to damage their brand by putting irrelevant or messy media to a tech savvy audience on a campus of Innovation. The message is subtle and the media has been noticed. The sense of community has now bought together internal teams as well as students.



Results

University of Wollongong have been enormously pleased with the Omnivex Digital Signage software rollout.

"Not only is the Software easy to implement its intuitive interface with metadata allows me to set content and forget it, as it will expire if necessary and adapt to changing data conditions without manual intervention. This means I spend less time on content and more time on tailoring content to suit my audience in real-time" says Anthony at UoW.

UoW have found that digital signage is noticed, not only by students but various business units at the campus who now have involvement in the system, not only from the design and layout point of view, but also the sharing and preparation of content.



Digital signage content creation now forms part of UoW's Media Studies so students understand better ways to create and work with this Dynamic medium and this had changed UoW's enrolment and course design.

Overall the digital signage implementation was a huge success, and given the early days in the implementation (2 months) UoW are looking forward to the digital signage system growing and expanding in the future.

General Manager of Communit®tech, Mr Gary Else, congratulates UoW on their achievements to date and is looking forward to the inevitable expansion of the system. Gary says as Communit®tech considers itself to be a strategic partner with UoW's digital signage system their success will be reviewed again in 12 months time.

For all your Omnivex Digital Signage Solution requirements in Australia and New Zealand

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