

CASE STUDY

Press Release

SEDAO'S DIGITAL SIGNAGE INSTALLED BY ACCURATE AV AT ECTON BROOK SCHOOL



Three Sedao Digital Signage screens were recently installed by specialist integrator Accurate AV in Ecton Brook Primary School and Sure Start Children's Centre in Northamptonshire. Each screen is used to display up-to-the-minute information for parents and children including essential time table information, special forthcoming events and scrolling photographs of recent school trips and occasions.

Each of the three screens is individually controlled and programmed to display content appropriate to its location with content delivered from a central point in the ICT centre over the school's IT network. The screens can show a mixture of a live TV feed, RSS weather or news feed, photographs and special announcements, offering a mixture of interesting content that attracts viewers' attention and ensuring that they take notice of the sign; whether they are pupils, staff or visitors to the school.

Jane Timmis, ICT Coordinator says: "We are delighted with our new Sedao Digital Signage screens. The screens give a great visual impact to our reception areas and are really easy to use. After a brief set up and training session from Accurate AV, we were up and running and able to create some really professional looking screens." One of the essential elements for the system is the ability to easily and quickly add messages that can be immediately shown around the school. Jane explains: "Messages need to be entered by various busy staff members who cannot afford to specialise in operating the screens or extensive training or IT expertise to manage them, so they need to be able to make changes quickly and efficiently."

About Sedao

Formed from the professional broadcast industry, Sedao have been innovators in the in Digital Signage Industry since 2004.

Pioneers in the creation of professional quality screen communications that are genuinely easy to create and modify, Sedao content drives thousands of screens around the world.

Whilst Sedao users include many of the world's top brands, such as Rolls Royce, Microsoft, HBOS and Pfizer, as well as many of the world's major universities and governments, the volume of Sedao's business is based on its ease of use.

Sedao enable primary schools, small businesses, independent retailers and many others, to create digital signage screens that look **better** than those of the major retail focused digital signage systems.

With its 2009 launch of the Sedao Global Partner program Sedao looks forward to opening up the benefits of digital signage to millions of end customers irrespective of their technical ability or budget limitations.

Further information

Further information can be found at
www.sedao.co.uk or by contacting Sedao.

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Screen shots, product information and references are available.