

CASE STUDY

Press Release

SEDAO'S DIGITAL SIGNAGE SOLUTION INSTALLED AT THE BRITISH SCHOOL, NETHERLANDS



The British School in the Netherlands first saw the Sedao Digital Signage solution at the BETT 2009 Educational Show in London. A fully networked system comprising five independently controllable screens was subsequently specified and installed to communicate different messages to staff, pupils and visitors to the school.

Screens are located at strategic areas throughout the school. A highly-visible, free-standing tower system in the reception area welcomes visitors. In the main hall a large flat screen presents information on school activities and accomplishments. Further screens in the canteen and in high traffic corridors present school information, events and announcements, together with instant messages to pupils and a touch screen display in the library provides information on local resources.

The individual screens are operated by staff using their own computers which share resources over the school's data network, allowing controlled access to specific displays. An important aspect of the system is the ability to schedule future presentations and information at some point in the future, so that part-time staff can prepare messages and information in advance.

Sue Colvin, ICT coordinator at the school, explains the way it operates: "Teaching and support staff are responsible for collecting and inserting graphics, messages and information on the screens on a day-to-day basis. The pupils have readily accepted the screens and regularly check them for information. In turn, they also provide pictures and content for display. Once configured to the manner in which we wanted, we found the system is straightforward to operate with suitable training and our IT staff can manage it to add new features as we require."

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.