

# CASE STUDY

# Press Release

## SEDAO'S DIGITAL SIGNAGE SOLUTION SPREADS THE WORD AT EPPING FOREST COLLEGE



Faced with the need to communicate with over 3400 students, staff and visitors at their new £38m state-of-the-art campus Epping Forest College turned to Accurate AV to help specify and install a full digital signage system comprising seventeen large plasma screens in several locations spread over three floors. Accurate AV in turn specified Sedao's Image Flyer Digital Signage software as the most appropriate solution for the campus for its ability to deliver the chosen mix of messages, news and entertainment and flexibility and ease of use.

Paramount in the decision was the requirement for the college's busy marketing department to change content quickly and easily and for untrained and occasional users to add content to the system as proficiently as a full-time user. This meant that it needed to be set up for effective operation at the start and to be as intuitive and straightforward to operate.

The system was configured to deliver a mixture of instant messages, college information and graphic images, news RSS feeds and live TV, aimed at making the screens interesting and compelling to look at. Having such a widespread network catering for different ages of students also meant that the screens have to be individually addressable. This is achieved using the Sedao Web-Enabled system which allows authorised users to securely access specific areas on screens to update messages using any web browser

Alan King, Accurate AV's Project Manager, comments: "The Sedao package was the ideal solution for this high-tech campus, providing more than enough flexibility to incorporate a whole range of content and a single-button press method of updating screen content. Late requirements were easily added as the college suggested new sources of content they would like to include beyond the original specification, such as IPTV. Image Flyer coped with these requests admirably."

"The system is used on a day-to-day basis by the marketing department and college administrators" explains Ben Holmes, Marketing Manager at Epping Forest College: "It provides a powerful communications tool within the college that has been proven to be effective and noticed by students and staff. We can create effective content and present them very quickly for a wide variety of messages and material and having access to a range of formats allows us to add interest."

## 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](http://www.sedao.co.uk) or by contacting Sedao.

Sam Selby  
Sedao Ltd.  
Tel: +44 (0) 01271 377 977  
Email: [sam.selby@sedao.co.uk](mailto:sam.selby@sedao.co.uk)  
Web: [www.sedao.co.uk](http://www.sedao.co.uk)

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Screen shots, product information and references are available.