

# CASE STUDY

# Press Release

## SEDAO'S DIGITAL SIGNAGE DELIVERS EFFECTIVE COMMUNICATION AT THE ACADEMY OF ST. FRANCIS OF ASSISI



**Effective digital signage at the Academy of St Francis of Assisi**

Faced with the need to provide effective daily communication around a large campus, Gareth Jones at the Academy of St. Francis of Assisi investigated digital signage software for use on large LCD screens strategically placed in the academy's entrance foyer and prominent in a busy corridor leading to the dining area to convey messages and information to pupils, visitors and staff.

The solution chosen was Image Flyer by Sedao under a site licence that allows the software to be used on as many displays as desired without additional cost. Gareth's reasons for the choice were clear: "We wanted an economical, easy to use package that enables key staff to make instant updates over a network from wherever they happen to be, without learning new software or using a dedicated workstation and one that could be extended in the future. An alternative package we evaluated cost several thousand pounds and had far less functionality. We were also able to make use of some old, but still perfectly usable PCs and were not forced to purchase brand-new ones, which provided a further cost saving to the school and of course is much better for the environment. Our specialism is the environment: we are striving for carbon neutrality so that is very important to us". The academy was keen to see how pupils and staff responded to the screens: "By adding BBC news and sport headlines, animation and topical information and photos, everyone soon had a reason to look at the screens, and in so doing absorb pertinent messages. In fact they are now quick to tell us whenever we forget to switch the system on or make mistakes. The scheduling capability within Image Flyer is also a key feature, allowing users to create content in advance; this is very useful as the school works on cyclical activity schedules which alternate every two weeks."

The system is installed on the school's network and plans are in process to add additional screens to extend the reach of the signage into other areas. IT teaching staff are also considering using the software as a media learning tool, introducing them to digital signage as an application in commerce and industry. David Oades, Managing Director of Sedao comments: "With IT and communications technology becoming a major element of all our lives, there is a massive benefit to school-leavers who have an understanding of leading-edge technologies they are likely to encounter when they take up jobs in the workplace. Using Image Flyer as a teaching tool provides an advantage to them and serves as an ideal introduction to the concept of digital signage and corporate communications."

## 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.

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Screen shots, product information and references are available.