

SECTORS //

# Education

Retail

Corporate

Industrial

Hospitality

Stadia & Events

Healthcare

Places of Worship

Transport

Fitness

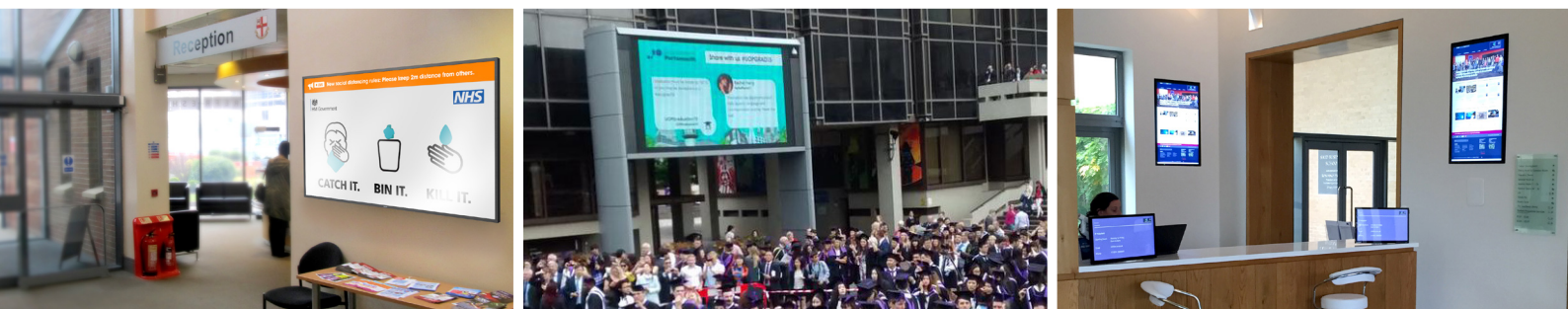
Franchises

DOOH



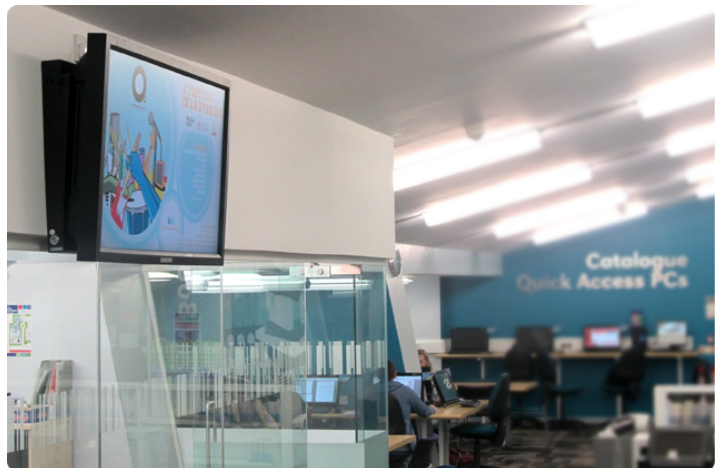
# Digital Signage for Education

Educational facilities have often found their choices for a digital signage CMS limited to expensive, difficult-to-use platforms that don't fully meet their requirements. Often these solutions are hosted "on-premise" and require expensive additional hardware and media players in order to make them work. NowSignage now provides the Education sector with the richest array of features for the lowest possible price, all wrapped up in the easiest to use CMS anywhere on the market today. The CMS is designed for multi-screen management, therefore, managing a large network of hundreds of screens is no more difficult than managing a handful of screens.



## Campus & Common Areas

Keep faculty, students and visitors well informed in your public areas and reception areas with our multi-zone layouts which can display a variety of dynamic content such as, IPTV streams, social media feeds, local weather, local traffic, and any other number of free-to-use applications. This allows you to continually engage your staff, students and visitors alike.



## Graduation & Open Days

Our direct integrations with Facebook, Twitter, Instagram, LinkedIn & YouTube, provide a secure, stable and easy to use way of displaying real-time social walls at live events such as graduation ceremonies or open days. You can search for any publicly available hashtags to display live student posts directly to your digital signage displays to turn your events into a fun and interactive experience.

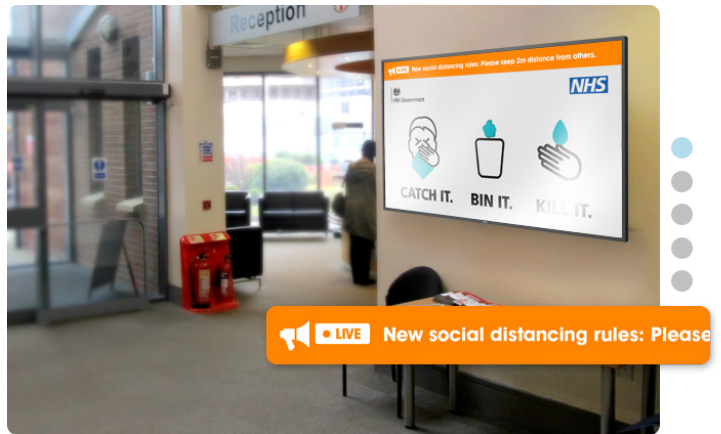
**WINNER**

AV AWARDS  
2020  
20TH NOVEMBER LONDON

**NOWSIGNAGE**

## Live Announcements

Our Live Announcement feature and easy-to-use RSS feeds allow educational facilities to and inform faculty, students and visitors of critical information or relevant news in real-time. Things such as Fire alarms, health & safety messaging can be broadcast instantly and easily.



## Libraries & Public Spaces

Promote library services such as printing facilities, book loans and how to access services such as WiFi. Or perhaps inform library patrons of rules and regulations whilst on the premises such as social distancing or the latest public health messaging.

## Canteen Digital Menu Boards

NowSignage is used by a variety of universities, colleges and schools in their canteens and cafeterias to power their digital menu boards, of all sizes and resolutions. Powering digital menu boards through NowSignage gives users the ability to make changes to their screens "on the fly" by instantly amending pricing and pushing new promotional content at the click of a button.



## Wayfinding & Signage

NowSignage can be used to help students, faculty and visitors navigate your premises more effectively. During events such as open days you can repurpose screens to become navigation aids, to help steer visitors to the right places.



# Our features provide users with the ultimate out-of-the-box digital signage solution

Unlike other providers on the market, NowSignage provides the very best features to all users at no extra cost. We take feedback from our users every single month on what features they would like to see in our platform and, as such, we are rolling out new features all the time, but your price will remain the same! So, whether you are using our world-first Microsoft Power BI integration, our best-in-class social media feeds or our IPTV features we will never charge you any more than your standard license fee.

01 // Image & Video

02 // Social Media

03 // RSS News

04 // IPTV

05 // Multi-Zone

06 // Scheduling

07 // YouTube

08 // Webpages

09 // Announcements

10 // Google Traffic

11 // Microsoft Power BI

12 // Roles & Permissions

13 // Hardware Management

14 // Proof of Play

15 // Video Wall

16 // Screen Synchronisation

17 // Capacity Management

18 // Dispenser Management

19 // Weather

20 // Google Suite



*"The most advanced, secure & cost effective CMS on the market"*

James Mellor of Coca-Cola Enterprises



**WINNER**

AV AWARDS  
2020  
20TH NOVEMBER LONDON

**NOWSIGNAGE**

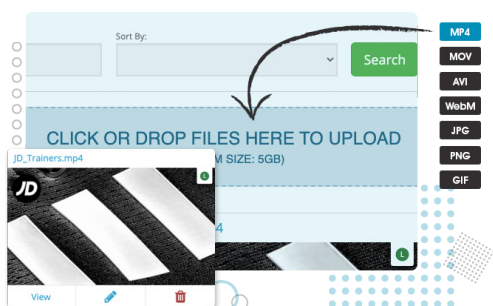
## 1. Most affordable

True SaaS, all users, are granted access to the exact same features and functionality at no extra cost. Our aim is to develop and maintain the best CMS on the market.



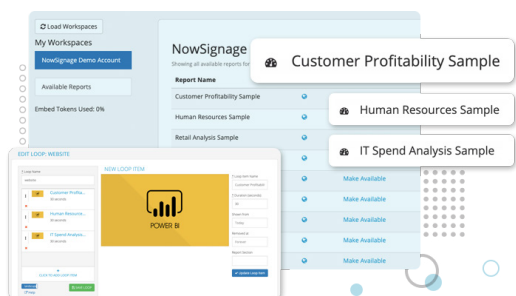
## 3. Easy to use

Possibly the easiest to use CMS anywhere in the world today, which means that any end-user can be fully trained and competent on NowSignage within just 30 minutes.



## 5. Custom integrations

Industry leaders in achieving award-winning direct integrations with 3rd party softwares. When we develop an integration, we do it properly with a full API integration.



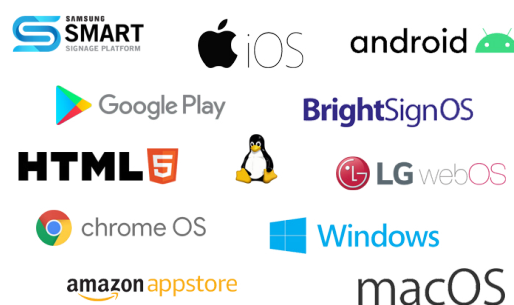
## 2. Secure & reliable

We pride ourselves on maintaining the correct and latest security processes across all aspects of our platform, holding security and compliance in the highest regard.



## 4. Hardware agnostic

Hardware-agnostic through a single codebase, you can therefore rest assured that whatever hardware, media player or SoC, NowSignage will just work.



## 6. Superior support

Uncompromising when it comes to support, we provide unlimited access to pre & post sales support, plus free automatic upgrades as we release improvements.



**WINNER**

AV AWARDS  
2020  
20TH NOVEMBER LONDON

NOWSIGNAGE

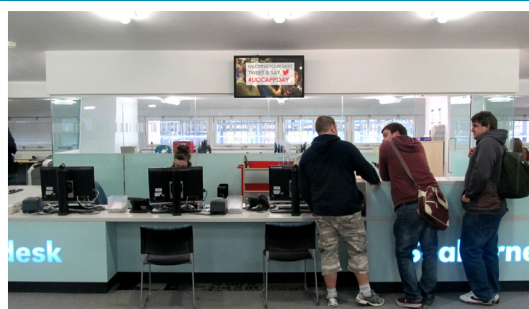
# Our Education Customers

NowSignage is trusted and deployed extensively across the education sector. NowSignage has a total of 4,000+ registered users and is implemented across 30+ countries by many of the world's biggest brands. Our established partner ecosystem comprises of manufacturer and solution partners, ensuring that NowSignage can be implemented across any school, college or university location at ease.



*"Moving our digital signage to NowSignage allowed us to easily provide essential information to students and provide consistency with other branding around campus."*

**Stuart Walters, Marketing Manager at University of Oxford**



**WINNER**

AV AWARDS  
2020  
20TH NOVEMBER LONDON

**NOWSIGNAGE**



# Case Study:

## INTO University of Exeter protect students by investing in capacity management digital signage



With more than 23,500 students from 130 different countries, Exeter is a truly international university. As students and staff return to the campuses of Exeter for the beginning of the new academic year, INTO University of Exeter has strived to ensure robust measures have been put in place to ensure teaching, study and social spaces are COVID-19 secure for students. With the health and wellbeing of students taking overriding priority, the University of Exeter has worked hard over the summer to ensure that all of its campuses are equipped with COVID-19 secure solutions.

### Real- time capacity management

Working with our trusted AV partners, NowSignage has delivered a capacity management solution that counts people entering campus buildings to regulate the number of people allowed in that given space, in line with governmental restrictions. Regulating the flow of people is a government requirement, and it is the university's responsibility to monitor this in order to ensure the safety of both students and staff.

To deliver this solution, the NowSignage Capacity Management app communicates with a Hikvision dual-lensed camera and then harnesses the power of a Philips PDS android SoC displays, to visualise the live capacity count on screens located at the building entrances. Installing a 'people counting sensor' on your entrances and exits will provide an accurate live data stream to help you make informed and decisive decisions. NowSignage can aggregate real-time data across single or multiple entrances to display a real-time numerical value of the total number of people in any given location at one time.

Tom Ross, Commercial Director at NowSignage: ***"We are living in some unusual times and it is the responsibility of universities to regulate flow to ensure the safety of students and staff. Universities therefore need to adapt accordingly and, crucially, very quickly. We have the most robust solution on the market to promote a safe environment and give your students confidence."***

Wherever students are, in the current climate and into the foreseeable future, the requirement for safer social distancing is a new reality. Whether in a lecture theatre, a library, or a common room, managing the number of people on premises has never been more important.

### Use capacity data to improve student safety on campus

A major benefit of the NowSignage Capacity Management solution is the way people counting data can be exported as reports for in-depth analysis. Using this data provides universities with the necessary insight to understand the attendance rates and flow of students around campus. For example, this is helping the University of Exeter calculate what number of students are attending their campus buildings, so they can understand which facilities are not being used or those that are being overused. This in turn, enables the university to adapt regulations to adjust the flow of students around campus spaces.

# WINNER

AV AWARDS  
2020  
20TH NOVEMBER LONDON

NOWSIGNAGE

# Case Study: University of Oxford equips campus digital signage

**End User:** Saïd Business School (University of Oxford)

**Live Date:** April 2015

**Active screens:** 25+ campus screens

**Location:** Oxford, UK



Saïd, the business school of The University of Oxford, has adopted the NowSignage platform to deliver the permanent signage around the campus.

The screens are a mix of advertising, internal communications for students and social media content to improve the transparency through the business school.

By mixing social media with targeted advertising, it makes for a much more engaged audience, which in hand makes for more effective advertising.

An array of screens were setup around the campus to handle the different signage requirements and different messages they'd like to get across to the students.

Stuart Walters, Marketing Manager at Saïd Business School, said:

***"Moving our digital signage to NowSignage allowed us to easily provide essential information to students and provide consistency with other branding around campus. Being able to update content through a Web-based dashboard means we're able to update all our campus screens with content much more regularly and can react to information needs as they arise. I can now pre-schedule loops of content to play depending on my audience."***

All digital signage screens are managed from the same project dashboard, making the uploading and scheduling of a variety of content extremely easy. Localising the information not only makes it accessible for the person managing the screens but it removes the crossover that often occurs in messages between students and staff.

**WINNER**

AV AWARDS  
2020  
20TH NOVEMBER LONDON

**NOWSIGNAGE**



**Contact us//**  
**+44 (0) 161 710 0551**  
**[sales@nowsignage.com](mailto:sales@nowsignage.com)**

**NOWSIGNAGE** 

