

Digital Signage and Kiosk Technologies Project

Project Summary and Recommendations

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Overview

- Great demand for digital signage installations on campus
- Definitions (from Project Charter):
Signage: display monitor which may provide multimedia content, but does not have a user interface
Kiosk: interactive information displays, which might employ a touch screen, or keyboard and pointing device

Project Rationale and Objectives

- Find out what is currently being done on UWaterloo campus and other campuses
- Share local expertise with others on campus. Co-ordinate efforts, licenses, etc.
- Develop best practices, guidelines
- Should we consider a centralized solution?

General Findings

- Signage technologies are rapidly changing
 - Computers (smaller, cheaper)
 - Back-end (content management, HTML5)
 - Screens (larger, touch-screen, “sensing”)
 - Commercial explosion
- No longer makes sense to distinguish between “signage” and “kiosk” uses

UW Situation

- Various IT groups with expertise (up to 10 years experience)
 - Retail Services (Infocaster)
 - Faculties (Engineering, Arts, Env, Science)
 - IST (specified systems for Food Services, Co-op Ed)
- Installation bottleneck
 - Deficiency in current Plant Ops “Guidelines for Internal Building Signage”

Recommendations

- **Not** to purchase a centralized solution at this time
- Proposed “Guidelines for Campus Digital Signage”
 - **Need to split this document into:**
 - **Revised** “Internal Signage Guidelines”
 - **New** “IT Guidelines for Operation of Digital Signage”
- Fill a “gap”: no campus digital advertising policy
- The senior administrator (e.g. Dean, Associate Provost, CIO) in charge of a building or location should be the authority over the operation of digital signage there
- WCMS pages for a) public info on DS b) internal collaboration

Outstanding Questions for UCIST

- What is UCIST's role in designing, approving and enforcing these or other guidelines for deployment of IT on campus?
- Should the operational guidelines be a more "living" document, on the campus WCMS? What should be the process for changing these guidelines? When would formalization be necessary?
- (Where should such guidelines reside in the WCMS structure if they govern federated IT systems rather than centralized ones?)

Installation Guidelines Summary

- Policy 22: Plant Ops controls installation
 - “Internal Signage Guidelines” approved by Deans' Council
 - *Remove size limits: “reasonable for intended use”
 - Limits on installations:
 - Two per office location (foyers, waiting rm, etc.)
 - *For large atria, limit to number of public access points
 - No exterior-facing digital signage
 - *Physically secured against tampering and theft as needed
- *Proposed changes to “Guidelines for Internal Bldg. Signage”

Operational Guidelines Summary

- Respect for public spaces
 - Silent operation, operator identified, building authority informed
- Share content from various interested parties whenever possible
- Ongoing operation & maintenance
 - Under control of building authority (Dean, Assoc. Provost, CIO level) or delegate
 - Content controls (UW policies)
 - Security of computing systems & data
 - Emergency broadcast capability (Emerge)