

2008/09 Student Technology Fee Proposal

Digital Signage System

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Student Technology Fee Request for Funding

Program Title: **Digital Signage System**

Campus Affiliation: **UW Bothell Student Life**

Contact Person: **Eliece Gazaway**

Email: **Eliece.g@gmail.com**

Campus Phone No.: **2-5363**

Campus Box No.: **358500**

Brief Project Overview

Sponsored by ASUWB, the proposed Digital Signage system will provide a means to convey and promote important and timely communication with students and the campus community. The system will provide the ability to rapidly create and distribute information via multiple video monitors and television screens on campus. This new system will combine the existing campus cable television network (CATV) with a new digital signage package to create a powerful new content creation and delivery system. As designed, this system will give student groups and other campus departments the ability to create dynamic content to be delivered to new digital signage monitors as well as current (and future) CATV location on campus.

Full description of the project that includes the following sections:

A. The goal of the program or project

The UW Bothell campus is a very active and growing community. Due to busy schedules and multiple time commitments, students are often on campus for limited periods of time thus making communication somewhat challenging. In this day and age, it is also increasingly difficult to grab the attention of an audience when it is important to get a message conveyed. The goal of the proposed Digital Signage System is to promote and improve communication on campus by placing digital signage in strategic, high-traffic locations where they will be seen most. As designed, the system will also take advantage of current television monitors on campus by delivering content to those locations as well. In an effort to create and maintain an informed community, these digital and TV screens will display important, eye-catching information that will get the attention of our students and community. Important and timely information such as announcements, promotional messages, details about upcoming events, deadlines, group meetings and a variety of other content can be easily created and conveyed by ASUWB, student

groups and clubs, the Office of Student Affairs, and the institution as a whole. Finally, the digital signage system will allow the institution to convey emergency information at critical times (i.e., evacuation procedures, etc.).

B. A description of the program and how it will benefit the student body

In addition to benefits listed above, utilizing a network of digital signs and display locations controlled by one central system allows for the message (or multiple messages) to be changed immediately. Digital signage also allows content to be changed at multiple locations all at once and allows for a message to be quickly displayed on one screen or on various screens throughout the campus. Finally, a digital signage system allows the campus to save on printing costs and processing time as there is no need to develop, create and distribute printed signs each time a new message is conceived.

C. Specific information about the equipment and/or services being requested

The proposed digital signage system will be powered by InfoChannel 5—an award-winning digital signage and broadcast multimedia system by SCALA, Inc. A pioneer in the digital signage industry, SCALA has been in business since 1987 (www.scala.com). The InfoChannel 5 system consists of three major components. The first is SCALA's InfoChannel 5 Designer software for the creation of content to be displayed on the system. Templates will be created in Designer and made available to various campus groups and departments. Select individuals in these groups will have access to manipulate templates and messages in the system. The second component of the system is the SCALA InfoChannel 5 Content Manager. This element manages the content created in Designer and organizes it for distribution thus allowing system managers to control the timing and display of messages and will ensure the most up-to-date content. The third component of the system is the SCALA InfoChannel 5 Media Player. This element receives scheduled material from the Content Manager and delivers it to the appropriate display devices around campus.

D. How the project will be implemented and by whom

On behalf of the student population, a core group of individuals from the Campus Media Center (CMC), Information Systems, Facility Services, Student Affairs, and Public Relations and Communications have worked together to design the system and plan for the ongoing success of the initiative. Implementation of the system will be coordinated by this team. If the proposal is approved, the CMC will take the lead on bringing the team together to coordinate purchasing, etc. and installing the necessary components of the system. The technical elements of the system will be managed by the CMC, Information Systems, and Facility Services departments.

E. What departments will be involved in the installation and support of this project

Upon delivery, the same core group of individuals will work together to get the system installed. Following installation, content will be managed and approved by the UW Bothell Public Relations and Communications office in conjunction with Student Affairs. The CMC will also coordinate training for key constituencies which will be provided by Rocket Media Systems—the local SCALA representative. In terms of long-term support, the core group will work to initiate maintenance and system upgrades approved and funded by the STF committee or the campus administration.

Funding Request

Item	Qty.	Unit	Amount
SCALA InfoChannel 5 Designer Software	1	\$2,448	\$2,448
SCALA Designer Workstation	1	\$2,176	\$2,176
SCALA Content Manager Software	1	\$2,448	\$2,448
SCALA Content Manager Workstation	1	\$2,176	\$2,176
SCALA InfoChannel 5 Custom Dual Channel Media Player	1	\$2,476	\$2,476
SCALA InfoChannel 5 Player Software	1	\$1,445	\$1,445
SCALA TV Tuner Card	1	\$475	\$475
SCALA Content Services (Template Creation)	5	\$600	\$3,000
SCALA Installation (1 Day)	1	\$1,000	\$1,000
SCALA Training (2 Days)	2	\$1,000	\$2,000
SCALA Annual Unlimited Phone Support	2	\$750	\$1,500
SCALA Annual On-site Hardware Repair Warranty	2	\$900	\$1,800
LCD Monitor/Installation/Security Package*	1	\$17,512	\$17,512
Power/CATV Infrastructure: UW1 - First Floor Lobby	1	\$1,940	\$1,940
Power/CATV Infrastructure: UW2 - Lower Level Lobby	1	\$3,379	\$3,379
Power/CATV Infrastructure: UW2 - Commons	1	\$2,733	\$2,733
Power/CATV Infrastructure: UW2 - Fitness Room (040)	1	\$1,614	\$1,614
Cable TV System Connectivity (UWTV Engineering)	1	\$7,830	\$7,830
		Subtotal	\$57,952
		Sales Tax (8.9%)	\$5,158
		Contingency (10%)	\$10,953
		TOTAL	\$74,062

* see AVIDEX proposal for complete details

The following signatures are required before your application can be considered complete:

Anthony Guerrero, (or designee)
Director, Facility Services

Date

Comments:

Cynthia Fugate (or designee)
Director, Academic Services

Date

Comments:
