

CAYIN Digital Signage

De La Salle University, Manila Philippines

BRIEF PROFILE

Place: Philippines

Industry: Education

Solution:

- SMP-WEBPLUS x 10
- CMS-MINI x 1
- SuperMonitor x 1

De La Salle University

Founded in 1911, De La Salle University-Manila (DLSU) is a Catholic private university run by the Brothers of the Christian Schools. The first of only two universities in the Philippines granted a Level IV accreditation - the highest possible level - given by PAASCU, DLSU holds 10 CHED Centers of Excellence and ranks as the best private University in the Philippines based on the latest THES-QS World University Rankings. It offers programs in undergraduate and graduate levels covering various fields in Business and Economics, Engineering, Sciences, Liberal Arts, Education and Computer Studies. As an internationally recognized Catholic University, DLSU envisions itself as a leading research university in South-East Asia.



De La Salle University-Manila, the best private university in the Philippines, has adopted CAYIN digital signage solutions to implement the “Green Screen” project. Ten SMP-WEBPLUS players are installed in selected strategic locations to broadcast up-to-date information, provided by both the school and students. The dynamic digital signage system has become the center of school communication.

Objective

The “Green Screen” project in De La Salle University aims to build an effective communication platform by broadcasting up-to-date information to increase overall awareness of campus news and special announcements among students, faculty and staff. The school names the project “Green Screen” because green is the university's official school color. It also represents its endeavors to reduce printed materials.

Solution

- 10 CAYIN SMP-WEBPLUS, web-based digital signage players are responsible for managing and storing multimedia content.
- 1 CAYIN CMS-MINI server centrally controls all SMP players in the hospital.
- 10 Samsung 40”Industrial LCD are allocated in strategic locations spread throughout the campus.

Implementation

The project was made possible through the collaboration of Office of Sports Development and the Marketing Communications Office of the university. CAYIN digital signage players and Samsung displays were installed through the joint effort of Mediacast Digital Group, a CAYIN certified reseller, and Chronicles Electronics, a Samsung distributor in the Philippines.

Ten CAYIN SMP-WEBPLUS digital signage players were used to control Samsung 40" LCD screens. The system was installed in selected strategic locations spread throughout different college buildings, cafeteria, sports complex and study halls, where students, faculty and staff can see them frequently.

"There are many advantages of installing CAYIN digital signage players. These web-based players are much more flexible and have more unique features, compared to using an ordinary PC," said Mr. Eric Tang, General Manager of Mediacast Digital Group. "Central scheduling and remote management enable the school to easily control ten players in different locations through the use of CAYIN CMS server and SuperMonitor software."

CAYIN CMS-MINI server is responsible to centrally manage the contents and playlists of all SMP media players. In addition, SuperMonitor assists administrators in monitoring functioning status and sends out alert email whenever an abnormal situation arises.



Results

The "Green Screen" project was launched successfully and continues to convey more innovative content. Content are split into sections dedicated to sports, culture, announcements, and updates from various student organizations and the Student Council. All students are invited to submit pictures, videos, poetry, music, and even movie reviews. The digital signage system has become the center of school communication.

Moreover, the university is also planning to look for sponsorships in the form of advocacies that can promote their school values and proceeds will go directly to their scholarship fund.



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