



## CASE STUDY

### TECHNICAL UNIVERSITY OF EINDHOVEN

#### CAMPUS WIDE DIGITAL SIGNAGE WITH PADS PROFESSIONAL

Since 1994 the Technical University of Eindhoven uses the PADS Professional software of Net Display Systems to inform personnel, students and visitors across the entire campus. The content displayed consists of a mix of general information, announcements of conferences and events, student association news, promotional information and more.



## Campus wide digital signage with PADS Professional

At the end of the eighties when the Technical University decided to introduce communications through public displays at the university, they were one of the pioneers in the area of digital signage, a term that wasn't even coined back then.

The initial version of the system consisted of a teletext like application whereby only some lines of text could be displayed. Soon this was extended with graphical elements and more dynamic content like pictures and scrolling text. During the years innumerable features have been added to this. Today PADS Professional supports virtually every type of content, from static text, Flash to streaming video and live TV. With this it's one of the most comprehensive packages of its kind.

For effective communication with personnel, students and visitors spread across all buildings of the campus circa 40 displays have been placed at strategic positions ; at entrances, lifts and canteens. The system uses the existing network of the university. Although this is an open network the security abilities of PADS turn out to be more than effective in protecting against attacks from hackers.

During the first years the content was looked after per building by the gatekeeper of the relevant department. After that to get more consistency in the content it was decided to do the content management from one central location. Now the system falls under the responsibility of the central Communication department and the PADS solution offers this department an extra medium with immense communication possibilities alongside the website and traditional printed media.

With more than 100 departments, organisations and associations within the TU/e the PADS digital signage system enjoy an excellent reputation. Content is supplied from all sides, because the PADS system is seen as the ideal way to reach the 3000 employees, 240 lecturers and more than 7000 students. Today there is significant use of connecting RSS feeds with up-to-date news to the PADS system.

Advertisers too show more and more interest for the system. Although the primary objective for the university remains informing the audience, advertisements possibly could make the system a revenue generation tool.

For the future the university wants to further utilize the possibilities of the PADS system. This can be from showing live images of the opening of the academic year to showing up-to-date schedule changes. With PADS the possibilities are endless.

### About TU/e

The technical university of Eindhoven (TU/e) is one of the 3 existing technical universities in the Netherlands.

There have been many changes since the TU/e was established in 1956 as a Technische Hogeschool (Technical College). The university now has 9 departments and provides many bachelor's programs, master's programs and post-doctoral programs. It has around 3000 employees, 240 professors and 7100 students.

Together with Delft University of Technology and the University of Twente the university is an important knowledge partner for industry and government in the field of advanced technology. It has an excellent scientific starting point among the top 20 European universities – with TU/e holding the number three position – and has a strong focus on the development and commercial application of knowledge.

### Other education references

- New York University
- Melbourne University
- Al-Makaweb school, UAE
- European Business School, Munich
- University of Amsterdam
- Universidade Autónoma de Lisboa
- SAP training centre, Walldorf
- Victoria University, Australia
- University of Edinburgh, UK
- Ministry of Education, France

## ABOUT NET DISPLAY SYSTEMS

Since our establishment in 1994 Net Display Systems has evolved into a recognized worldwide player for digital signage software. With its worldwide network of specialized partners the company is active in more than 60 countries and has thousands of installations in multiple market sectors from transportation, corporate and government to hospitality and retail.

The award winning PADS software of Net Display Systems is considered by many as the easiest-to-use, most flexible and powerful solution available for digital signage. What makes the PADS software really unique are the unequalled database connectivity features for displaying real-time information.

One in four of the 100 worlds most recognized brands have already chosen PADS as their digital signage platform.

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