



Digital Signage Purpose Statement:

Azusa Pacific University recognizes the need for the campus community to receive relevant, visually pleasing, organized and timely communications. Azusa Pacific's Digital Signage system is intended to be a relevant medium directed primarily toward the undergraduate student body. Content should be informative, reinforce existing information, promote university values and distribute critical messages of official University business. The Digital Signage system also exists to alert the community of emergency messages. System management and content production should not burden existing resources within the supporting departments. Use of digital signage for any other purpose, including but not limited to political, commercial, or personal information, will not be approved.

Information and Media Technology (IMT), in coordination with the Office of University Relations (UR), has authority to supervise the use of the system and ensure that the scheduling is provided in a fair and appropriate fashion. To optimize the management of the Digital Signage system, IMT and UR reserves the right to determine what messages are displayed at which Digital Signage location and determine the duration, dates, and times messages are displayed. IMT and UR have provided the following examples for the appropriate use of APU's Digital Signage System:

- Reinforce existing university information: calendars, branded events, etc.
- University Values: God First, theme, verse, cornerstones, etc.
- Presidential Messages
- Emergency Alerts: closures, evacuations, etc.
- Time Relevant: Homecoming, Night of Champions, Dinner Rally, Chapel Programs speakers etc.

All messages submitted for approval must fall within the boundaries of the Digital Signage Purpose Statement.

Table of Contents

Digital Signage Usage

| | |
|--------------------------------|----|
| Definition of Terms | 03 |
| Digital Signage Usage Standard | 05 |

Digital Signage Administration

| | |
|-----------------------------------|----|
| Roles & Responsibilities | 07 |
| Message Tiers | 08 |
| New Location Installation Process | 09 |

Community Submission

| | |
|---------------------------------------|----|
| Community Submission Request Process | 10 |
| Community Submission Approval Process | 11 |

Technical Standards

| | |
|-----------------------------|----|
| Flat Panel Display Standard | 12 |
| Content & Format Guidelines | 16 |



Definition of Terms:

Displays:

Digital Signage content is delivered via the installation of flat panel displays. This displays are installed for the sole use of digital signage and will be directly connected to the Digital Signage infrastructure. The installation of these displays are bound by the Flat Panel Display Standard.

Playlists:

Playlists are compilations of messages to be scheduled for delivery across the Digital Signage network.

Messages:

A message is any template, graphic, photo or video file uploaded to the Digital Signage system to be viewed on the displays.

Scheduling:

Schedules define when specific playlists are shown on the displays.

Templates:

Templates are pre-designed graphics that allow text to be modified for a specific use.

Global Display:

A global display location is generally a common area such as the entrance to a building or the lobby of a dorm. These displays show general content provided from the Digital Signage system.

Site-Specific Display:

A site-specific location is generally an office or single use room. Site-specific displays show a combination of global and site specific content tailored to the needs of the location

Regional Display:

Regional displays are a special group of site-specific displays located in Azusa Pacific's regional centers. These displays provide content to a unique group of students, staff and faculty and the global content is tailored to their needs.



Media Player:

A specialized computer designed to playback Digital Signage content for a specific display. One media player is required for Digital Signage location.

Content Manager:

The Content Manager is a server based software package that manages all the components of the Digital Signage system.

Digital Signage Usage Standard

The following guidelines outline the usage standard for the Digital Signage system:

1. Messages should be relevant, informative, and should convey new information, reinforce existing information, promote university values, or convey critical messages of official university business.
2. Use of digital signage for any other purpose, including—but not limited to—political, commercial, or personal information, will not be approved.
3. The creation of messages for display on the Digital Signage system is the responsibility of the Office of University Relations (UR) and the Office of Information and Media Technology (IMT)
4. The accuracy of provided information is the responsibility of the individual, department or group submitting the message.
5. Messages will run for up to 30 seconds on a rotating schedule.
6. Messages that promote or advertise the occurrence of a series of regularly scheduled meetings, activities or events will not be approved for display.
7. Messages that promote or condone behavior that violates University policies, or local, state or federal law will not be approved for display.
8. Advertisement of commercial products or services will not be approved for display.
9. The use of solid red backgrounds in messages is reserved for emergency communication only.
10. Messages will run a maximum of two weeks. If the message is promoting an event set for a specific date, the message will run for two weeks or until the date of the event, whichever is sooner.



11. The Office of University Relations and IMT Media Services will set forth all playlists and schedules to optimize content provided at each display. This may include modifying message duration, dates or times.
12. The Office of University Relations and IMT Media Services reserves the right to edit or deny messages in an effort to uphold and reinforce the communication standards of the university.
13. Messages that violate the Digital Signage Usage Standard will not be approved for display.

Roles and Responsibilities:

System Administrator

IMT Media Services

- Monitors and maintains system infrastructure
- Monitors schedules
- Uploads messages as needed
- Designs and integrates special use projects with Digital Signage
- Executes installation of additional locations

Network Manager

IMT Network Services

- Monitors network infrastructure in support of digital signage system
- Assists with installation of additional locations

Global Message Manager

University Relations

- Approves template design and graphic guidelines
- Approves Tier 1 & Tier 2 messages
- Approves and manages community submissions

Local Message Manager

Site-specific location

- Updates message templates at a site-specific location

Graphic Design Team

IMT Media & UR

- Designs all messages for use with Digital Signage
- Designs all templates for use with Digital Signage
- Uploads messages for scheduling and distribution

Emergency Message Manager

Incident Command Team

- Modifies Emergency Message Template

Message Tiers:

Tier 1: Relevant Global Content

Tier 1 content is globally distributed content that is geared specifically toward the student population with information related to current activities. Tier 1 messages include, but are not limited to, Chapel updates, current events, RSS feeds and calendars.

Tier 2: Broad Global Content

Tier 2 content is globally distributed content that is not bound by any time restrictions. The content often reinforces other mediums with information that is generally useful for the entire community. Tier 2 messages include, but are not limited to, University values, theme verses and way finding.

Tier 3: Site-specific Content

Tier 3 content represents messages specifically designed for a location and that locations unique viewer base or requirements. This content is scheduled in conjunction with global content but is usually only available in a single location. Tier 3 messages include, but are not limited to, Undergraduate Admissions Welcome Slides, Grad Center Announcements or Welcome Videos.

Tier 4: Emergency Content

Tier 4 content represents the Digital Signage systems ability to distribute emergency messages across the entire system. Tier 4 content is managed by the Incident Command Team and takes sole priority over all other content in the event of an emergency.



New Location Installation Guidelines:

Information and Media Technology (IMT), in coordination with the Office of University Relations and the University Space Committee, will oversee the installation of all additional Digital Signage locations on any campus. The following are basic guidelines set forth for the addition of new Digital Signage locations:

- All Digital Signage locations must be approved by the University Space Committee.
- Installation of the Digital Signage locations will be managed by IMT Media Services, in coordination with IMT Network Services and Facilities Management. IMT Media Services will provide project management and design services to ensure a proper display is purchased and installed to support the requirements of Digital Signage under the guidelines of the Flat Panel Display Standard.
- University Relations will provide design services, in coordination with IMT Media Services, for additional site-specific templates as needed for new locations.
- Departments may request the installation of a site-specific display in a particular location. These requests must be approved by the University Space Committee. The cost of the display and media player will be the responsibility of the requesting department.
- Any additional location must support the Digital Signage Purpose Statement.



Community Submission Request Process:

IMT Media Services and University Relations offer a service to the community to allow anyone to submit content for use in the Digital Signage system. To submit a request, community members may go to <http://www.apu.edu/imt/media/signagerequest/> and complete the online form.

Community submissions are subject to the following guidelines:

- Material should be relevant, informative, and should convey new information, reinforce existing information, promote university values, or convey critical messages of official university business.
- Messages should reinforce the Digital Signage Purpose Statement.
- Use of digital signage for any other purpose, including—but not limited to—political, commercial, or personal information, will not be approved.
- Accuracy of the information in each message is the responsibility of the individual, department, or office submitting the request.
- The Office of University Relations and IMT Media Services reserves the right to edit or deny messages in an effort to uphold and reinforce the communication standards of the university.
- Messages will run for two weeks or up until the date of the event advertised, whichever is sooner. When completing your request, make sure to include a start date for when you wish the message to display.
- All requests must be submitted at least two weeks prior to the desired start date of the message. Requests submitted later will not be accepted.

Community Submission Approval Process:

The Community Submission service, as described in the Community Submission Request Process, is managed directly by IMT Media Services and University Relations. The process outlines the request approval process.

1. Requests are submitted by the web form located at <http://www.apu.edu/imt/media/signagerequest/> to a representative from University Relations.
2. The request is reviewed by University Relations to ensure its content is in alignment with the Digital Signage Purpose Statement. If approved, UR informs the client their request has been accepted and forwards the request to IMT Media Services. If denied, UR informs the client as such and the request is completed.
3. If approved, IMT Media Services inputs the content into the appropriate community template and sets the run timeframe of the message. IMT Media Services informs the client of the timeframe their message will be viewable.
4. The message then is visible on Digital Signage for its allotted time and is removed from the system when the time is completed.



Flat Panel Display Standard:

IMT Media Services recommends the following standards for the installation of Flat Panel Displays in public campus areas such as offices, dining areas or living spaces.

There are three types of flat panel displays installed on campus: Critical Displays, Non-Critical Displays and Special Use Displays. IMT Media Services will determine what type of display needs to be installed based on a number of criteria including, but not limited to: requested size of the display, hours of operation, installation location and primary use for the display.

Critical Displays:

Overview:

Critical Displays are displaying “mission critical” information, usually in a public area, to their audience during many hours of the day. A failure of these displays may affect many people or disrupt a work process of the university. These displays are installed using only professional equipment to support their 24/7 operation.

Critical Display Examples:

- Digital Signage
- Production Control Rooms
- Security Monitors
- Classrooms
- Conference rooms

Critical Display Equipment Standard:

Panasonic Professional Series Plasma Displays

- Panasonic TH-42PF20U 42” Plasma**
- Panasonic TH-50PF20U 50” Plasma**
- Panasonic TH-65PF20U 65” Plasma**
- Panasonic TH-85PF20U 85” Plasma**



Panasonic Professional Plug-In Boards can be used for additional connectivity

**Display models are only for reference as they change from year to year.

Critical Display Estimated Cost:

Critical Displays often cost between \$1,200 and \$8,000 depending on their size. This cost can be significantly more if unique connectivity is required.

Non-Critical Displays

Overview:

Non-Critical Displays are used for viewing content that is not required for university processes or providing critical information. Failure of these displays, although inconvenient, would not disrupt daily routine or university process. These displays should be primarily used for display of CATV, although there some other unique circumstances in which this display would be used.

Non-Critical Display Examples:

- Office CATV
- Living Spaces TV

Non-Critical Display Equipment Standard:

Panasonic Consumer Series LCD Displays

- Panasonic TC-L26X1 26" LCD**
- Panasonic TC-L32X1 32" LCD**
- Panasonic TC-L37X1 37" LCD**

**Display models are only for reference as they change from year to year.

Non-Critical Display Pre-requisites:

Certain factors must be considered in determining if a display is under the Critical or Non-Critical display standard. If any of the following criteria are true, the display DOES NOT qualify for the Non-Critical category.

- If the location of the display would be a possible location for digital signage in the future.
- If the location for the display requires a screen size of 42" or larger.
- If the installation requires any input other than standard composite, component, HDMI or RF.
- If the display will currently, or may in the future, be integrated into an existing production or classroom control system.

Non-Critical Display Disclaimer:

Non-Critical Displays are not considered professional units and are virtually unserviceable by IMT Media Services. Should there be any malfunction with the display itself IMT Media Services WILL NOT warranty or replace the display free of charge. However, IMT Media Services may be able to assist with the connectivity and setup of the display.

Non-Critical Display Estimated Cost:

Non-Critical Displays vary in cost from approximately \$400 to \$1,500 depending on size. Non-Critical Displays are usually consumer level models and tend to change price fairly often.

Special Use Displays:

Overview:

There are unique circumstances in which a display can not be categorized as Critical or Non-Critical. In these circumstances, IMT Media Services will



determine the most practical display, both technically and economically, to serve the purpose of the situation.

Special Use Display Examples:

- Outdoor Displays
- Exhibit Displays
- Special Event or Temporary Displays

Special Use Display Estimated Cost:

Due to the special use nature of these displays an estimated cost can not be determined. The cost of these displays will be evaluated on a case by case basis.



Content & Format Guidelines:

The creation of messages for the Digital Signage system requires consideration of technical, legal, and aesthetic factors. The technical considerations deal with the system's capabilities and limitations. The aesthetic or creative considerations relate to making the digital messages and digital video visually interesting and effective communicators. When creating messages for Digital Signage, it is important to consider the system's 16 x 9 horizontal aspect ratio, graphic readability and balance, graphic colors and compatibility (within graphics and against backgrounds), and graphic style.

Readability

Digital messages are typically displayed for 15-20 seconds at a time. Therefore, it is best to limit the number of elements (text and graphic images) in a digital slide so that viewers have sufficient time to read the slide during its brief display time.

Text and Fonts

Limit the number of characters (letters, spaces, etc.) in a line and the number of lines on a slide. Be sure to allow sufficient white space between and around text so that it appears balanced and visually pleasing. The resolution limitations of the Digital Signage displays require the use of simple, bold text or type. It is best to avoid light, ornate fonts with fine thin lines or fonts with delicate serifs (even in larger sizes) because they are difficult to read. As a general rule of thumb, avoid font sizes smaller than 16 points.

Graphic Images

When using graphic images in digital messages, be sure to use images that are visually compatible with the other elements in the slide. It is the responsibility of the person submitting messages to format messages correctly to avoid distortion.

Color and Contrast

Other readability considerations are color and contrast. Insufficient contrast between text and background colors can make reading difficult. Some color combinations may provide sufficient contrast but still be difficult to view because one or more of the colors is extremely bright.

Copyrighted Material

Do not incorporate elements into digital messages that violate copyright laws.