

Samsung case study

Digital Signage Solution Goes Live At Pendleton College



**PENDLETON
SIXTH FORM
COLLEGE**



Keeping sixth form students informed and entertained at work, rest and play.

Pendleton College

Pendleton Sixth Form College is one of the country's leading academic educational centres, recognised by government through its award of 'Learning and Skills Beacon Status' and is noted as a 'very high achieving institution'. Based in Salford, Pendleton College was established in 1973 from the sixth forms of Salford Grammar School for Boys and Pendleton High School for Girls.

In 2007, it completed the work - funded by a major £10 million investment, to provide new facilities for both pure academic and more specialist vocational courses. This included superb, high quality student areas where modern communications technology plays a key part in student life.

Communicating effectively with students is a key requirement for a forward looking college like Pendleton, so to enhance the usability of the new student areas it identified the need to

provide students with access to news and information from both the wider world and the college itself.

The Challenge

John Armitage, Pendleton's IT Manager commented "As part of the refurbishment of an important public area for our students we were looking for a high impact communications solution that offered us flexible display options that we could schedule and control remotely. We considered various display options before arriving at the conclusion that a video wall was going to work best in this particular public space.

I had been talking to Richard Bovingdon and Anthony Price of Lanway, - a leading IT solutions provider, about our ideas for a video wall when they suggested I visit their showroom and see one in action for myself"

Anthony Price of Lanway takes up the story. "John's requirements included being able to display live TV feeds,

student intranet feeds and in-house produced broadcast content simultaneously, all controlled remotely by John and his team. To help John explore the potential of his ideas we invited him over to our demonstration studios at Bumley to see the latest Samsung MagicNet X solution in operation.

Lanway was formed over 20 years ago on the principle of providing cost-effective IT solutions delivering real benefits, enabling organisations to save money and increase their competitiveness. Whilst the technology and our skills have changed greatly since then, our core values and beliefs have not.

We have always placed great emphasis on the training and development of our most important asset - our staff. Lanway is one of the UK leaders in maintaining staff skills at the highest levels, ensuring our customers always benefit first from new advances.

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Our success in working with Samsung is based on a thorough knowledge of the capabilities of the Samsung product range and when John outlined his brief to us we knew that only one product - the MagicNet X from Samsung, could meet all his requirements."

The Solution

MagicNet X allows you to distribute content across the network delivering unique content to each screen from a single PC.

Perfect for businesses that want the benefits of digital signage without the need for a dedicated PC for each display this system is ideally suited to airports, hotels, shopping malls, offices, corporate lobbies, theatres, museums, exhibitions, sports venues and educational establishments.

MagicNet transmits media files (photo, audio and movie files) and office files (Power Point, Excel, Word, HTML and PDF files) existing on a server to screens connected to a network using the server/client architecture. Several screens can be connected to a LAN with content scheduled to appear at pre-defined times. This technology is unique to Samsung displays and not only delivers considerable cost savings but also improves the delivery of information.

John Armitage explained. "We were impressed by the demonstration of MagicNet - it sold it to me and showed me the possibilities of the system which met our exacting requirements in full. We ordered 4 x 40inch screens in 2 by 2 formation to form a video wall allowing us to run two screens with TV news and music, with the third screen displaying the notices on the student intranet and the fourth screen displaying in-house broadcast quality TV and film from our media production unit."

The Future

"We're still at the early stages of beginning to deliver in house content to our students. We have our student intranet up and running, displaying time sensitive messages throughout the day to students in the café and seating area. We plan to use one of the four screens to showcase student work generated in our extensive media department where students get involved in video, TV and film production. The flexibility of the MagicNet system gives us tremendous scope to schedule, centrally, a constantly changing programme of Broadcast TV, intranet and in house media productions for our students."



SM400PXN

Networkable large format TFT displays for digital signage and point of information applications

Features

- > 40" (SM400PXN)
- > 1366 x 768 Resolution
- > 1200:1 Contrast Ratio
- > 8ms Response Time
- > Data, Video, Audio, USB & Network Connections
- > Optional speakers, stand and wall mount

About Samsung

Samsung Electronics Co. Ltd is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US\$63.2 billion and net income of US\$8.5 billion.

Employing approximately 138,000 people in over 120 offices in 57 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business.

Recognised as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com/uk/business



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