

**Beabloo Content Manager and Intel NUC
players as a Communication Solution for
Digitizing University Campuses**

The Challenge

While the education system historically hasn't changed over time, the student population is continuously evolving and communicating in different ways. Today's students have been raised with technology and are used to receiving information in a fast and interactive way.

UPF wanted to enhance the way they communicate with students and improve the participation rate in daily activities across their campuses.

The messages needed to be both centralized and campus-specific to accommodate the institutional information that had to be consistent across all screens and the custom information for each department. All updates had to be published in real-time and had to be easy and practical for the staff to manage.

The Beabloo Solution

Beabloo installed a **digital signage** system in key campus locations consisting of **46 screens equipped with Intel NUCs**, that played specific information for each space and audience. The network of screens was interactive, accessible on mobile devices and integrated with the community surrounding the campus.

Beabloo Content Manager (their cloud-based, omnichannel CMS) was the right choice to cover UPF's needs, as it is a flexible communication tool, a unique channel that can be used by different departments (corporate, administrative, etc.), and a centralized content monitoring and scheduling platform that permits real-time changes. It can display all types of content, including text, animation and video, and can be integrated with existing information sources. Additionally, it can become a new revenue stream by selling advertising space, helping finance the system on a corporate level. In this case, it also provided the possibility of integrating with the university's own applications and networks, and the IT department only needed to make sure they were connected to an energy source and the Internet.

This digital signage system is part of Beabloo's Active Customer Intelligence Suite (ACIS), which includes digital solutions that allow businesses to communicate with customers (in this case, students), and create personalized experiences. ACIS solutions display content at the right place and time with innovative content players. It is the perfect tool for improving communication with students on a large campus.



Customer - Pompeu Fabra University (UPF)
Sector - Education
Country - Spain
Year - Beabloo client since 2013

Company Profile

UPF is a public, international and research-intensive university that, in just twenty-five years, has earned a place for itself among the best universities in Europe. The university offers undergraduate studies, official master's studies and doctoral studies.

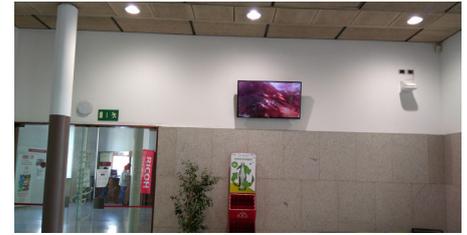
UPF structures its studies around **three main fields of knowledge**: social sciences and humanities, health and life sciences, and communication and information technologies. All of these are interconnected and structured on their campuses.

Solutions & Technologies involved

Beabloo and Intel implemented the following solutions/technologies:

- ▶ Beabloo Content Manager (omnichannel CMS)
- ▶ Beabloo Digital Signage System powered by:
 - Intel Player NUC6CAYS
 - Intel Player NUC7PJYH2
 - Intel Player NUC8i5BEK2





Results Obtained

The Beabloo and Intel digital signage system reached a **daily audience of 15,000 people**. This efficient solution allowed UPF to publish messages quickly and easily. It was eco-friendly because it **reduced printing material waste**. This digital signage tool also guaranteed brand consistency across the campuses and was used as an advertising network.

A backup system was connected to the entire digital signage network so the players can be restarted in case of power or connection failure.

Through engaging and dynamic on-screen messages, students were better informed about the diverse aspects of university life:

- ▶ On-campus activities such as seminars, conferences, courses, exhibitions and cultural events.
- ▶ General campus information, including maps, addresses and relevant contact details.
- ▶ Targeted messages for each campus (awards, recommended reading, on-campus presentations and shop offers).
- ▶ News and broadcasts produced by students.
- ▶ Local and national newsfeeds and weather information.
- ▶ Security and emergency messages.

The network was interactive and allowed students to download useful information from the screens onto their mobile phones using QR codes, and to interact with content by adding comments on social media that could be displayed on the screens.

The introduction of an institutional media channel at UPF greatly enhanced communication between students and the university, and successfully improved student participation rate. After the installation of the UPF channel, **signups for sports and cultural activities increased by 15%**. Announcing the graduation ceremony on the UPF channel **increased student participation by 20%**. As an added benefit, it **reduced perceived waiting time** throughout the campus by providing relevant information for viewers.