



CASE STUDY

How digital signage helps Northwestern University connect communities on campus

INDUSTRY:
Education

USE CASE:
Digital Bulletin Boards

Challenge:

Northwestern University was looking for a tech-forward solution to meet the challenge of managing communications with thousands of students, faculty, employees and visitors on campus.





Solution:

Controlling digital signage remotely across a network of displays is key for educational institutions. Schools and universities need to be able to change displays quickly to share timely messages or emergency announcements.

Northwestern needed a reliable digital signage system that can be easily managed. They sought a solution that allows them to remotely update all their screens quickly, and a company with proven technical and customer support.

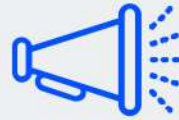
After a successful pilot program, Northwestern found that Screenfluence provided them with the intuitive digital signage solution they were looking for.

Screenfluence is now an integral part of Northwestern's on-campus messaging. It helps streamline communication across campuses, connect different communities, share news and events, and showcase school values and accomplishments.

Digital Signage Benefits for Universities and Schools:



Increase engagement on campus



Inform students, faculty and staff



Lower operation costs by reducing expenses



Share important information and news

Northwestern University is a private research university in Illinois, US.

Along with its selective undergraduate programs, Northwestern is known for its highly ranked Kellogg School of Management, and Pritzker School of Law.



Northwestern
University



About Screenfluence:

Screenfluence is a proprietary cloud based Digital Signage Content Management Software. We provide businesses with the ability to remotely manage and showcase their digital content on any display.



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