

Customer Case Study

Engage Audiences Effortlessly

play.
DIGITAL SIGNAGE

The University of Utah

Higher Education | Public Research University

The Challenge

The University of Utah struggled with decentralized communication across its campuses. Different departments used 5–6 separate software systems, making it impossible to:

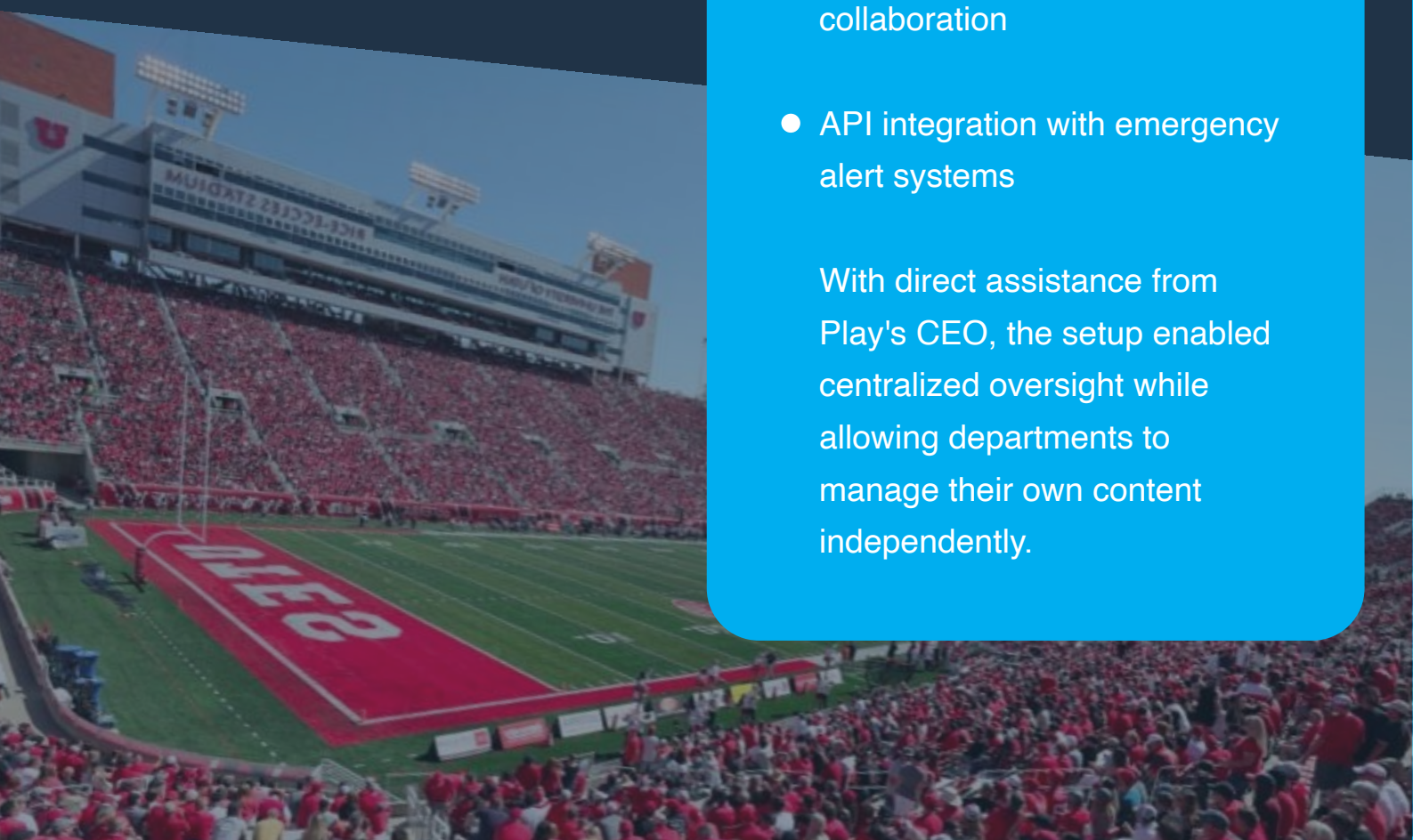
- Streamline information flow
- Send communal messages quickly
- Maintain consistent visual branding

No prior solution had successfully centralized control across all campuses, buildings, and faculties.

The Solution

- The University partnered with Play Digital Signage for a custom cloud-based deployment featuring:
- A main account with multiple sub-teams for departmental autonomy
- Advanced scheduling and conditional tags for targeted content
- Teams & roles for secure collaboration
- API integration with emergency alert systems

With direct assistance from Play's CEO, the setup enabled centralized oversight while allowing departments to manage their own content independently.



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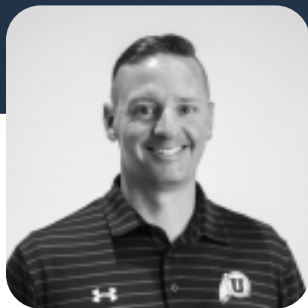
Results & Benefits

- Unified digital signage network with consistent branding across all campuses
- Seamless emergency system integration for campus-wide alerts
- Reduced administrative workload through departmental self-management
- Reliable, user-friendly platform that supports ongoing expansion

Outcome

Play Digital Signage transformed fragmented communication into a centralized, efficient, and reliable system—fostering true partnership and enabling effective information delivery university-wide.

“Everybody loves it. It’s user-friendly, the interface is elegant and it works great for all purposes.”



As a customer of Play Digital Signage, Inc., the University of Utah continuously benefits from the incredible service, support, and implementation of Play on our campus. It is a partnership, not just a purchase relationship, and that is something we truly value.

Jake Sorensen, Director of Sponsorships & Advertisement

Viejas Casino & Resort

Gaming & Hospitality

The Challenge

Navigating digital signage in the casino industry was complex:

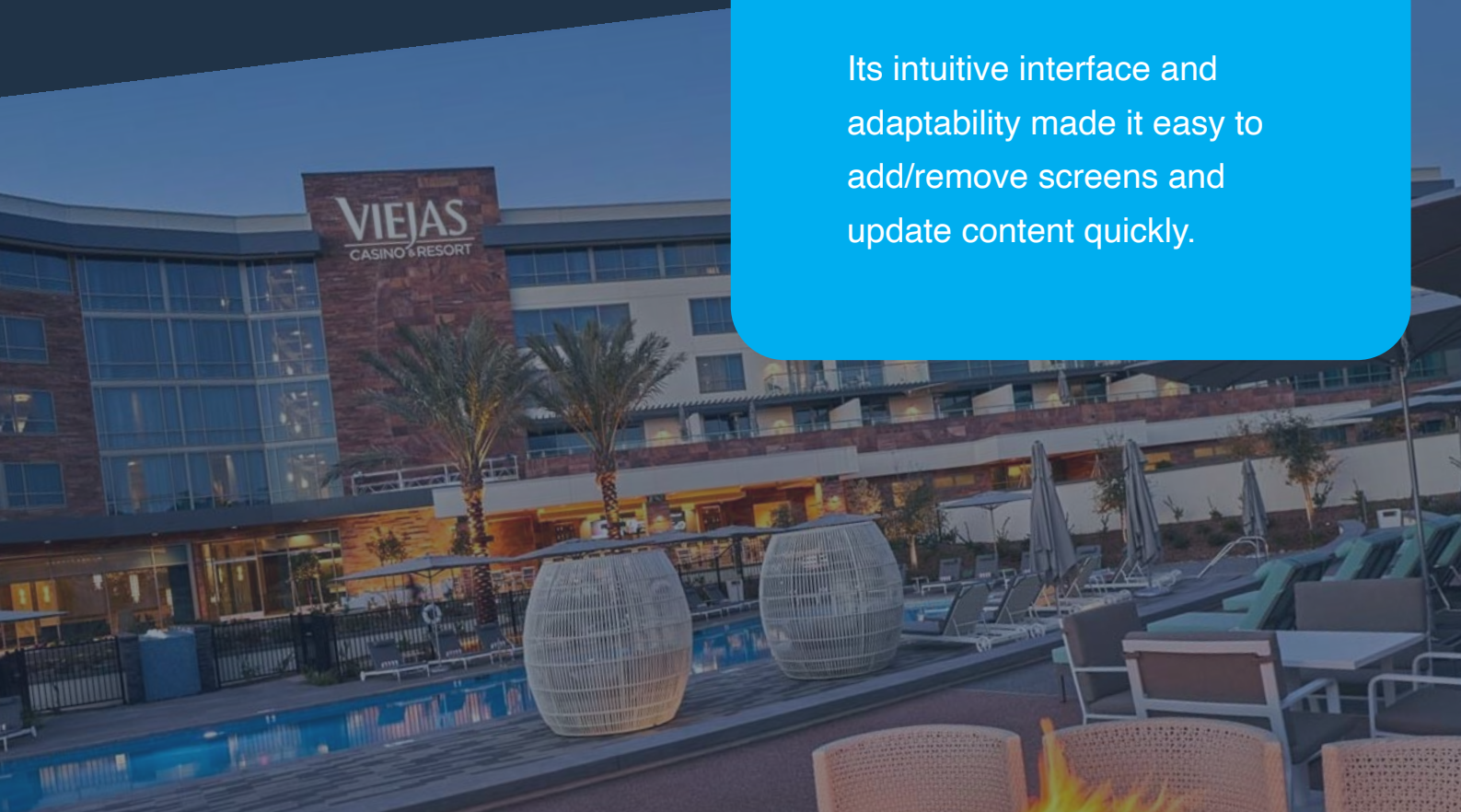
- Confusing licensing and maintenance agreements
- Unclear communication through resellers
- Opaque pricing tied to long contracts

After trying multiple platforms, Viejas needed a straightforward, flexible solution that could adapt to diverse environments across the property.

The Solution

- Play Digital Signage became the primary platform (out of three in use), deployed across:
 - Guest information screens
 - Wayfinding and directional displays
 - Shuttle buses
 - Restaurants and concert venues
 - Promotional and event menus

Its intuitive interface and adaptability made it easy to add/remove screens and update content quickly.



Viejas Casino & Resort

Gaming & Hospitality

Results & Benefits

- Enhanced guest experience with dynamic promotions and clear directions
- Improved property visual appeal and branding
- Flexible deployment across varied use cases
- Transparent pricing and exceptional human support

Outcome

Play emerged as the preferred solution for its transparency, versatility, and direct impact on guest engagement and revenue —proving itself in a competitive hospitality environment.

“Play is a game-changer for us. It provides a quick overview of the property, and we love how easy it is to add or remove screens when needed.”

VIEJAS[®]
CASINO & RESORT



Play Digital Signage, Inc. is a standout provider, offering an impressive product that not only meets all our requirements but also provides unmatched options and flexibility. The services align perfectly with our needs, and the customer service is exceptional, with real people readily available to assist.

Anthony San Pietro, President, Entertainment & Branding

Virginia Family Dentistry

Dental Care | 16 Locations in Richmond, Virginia

The Challenge

For decades, the practice relied on static paper posters, which limited:

- Timely information delivery
- Patient engagement across diverse demographics
- Efficient internal communication

The shift to digital signage became critical in early 2020 amid COVID-19 to share safety protocols, staff updates, and promotions effectively.

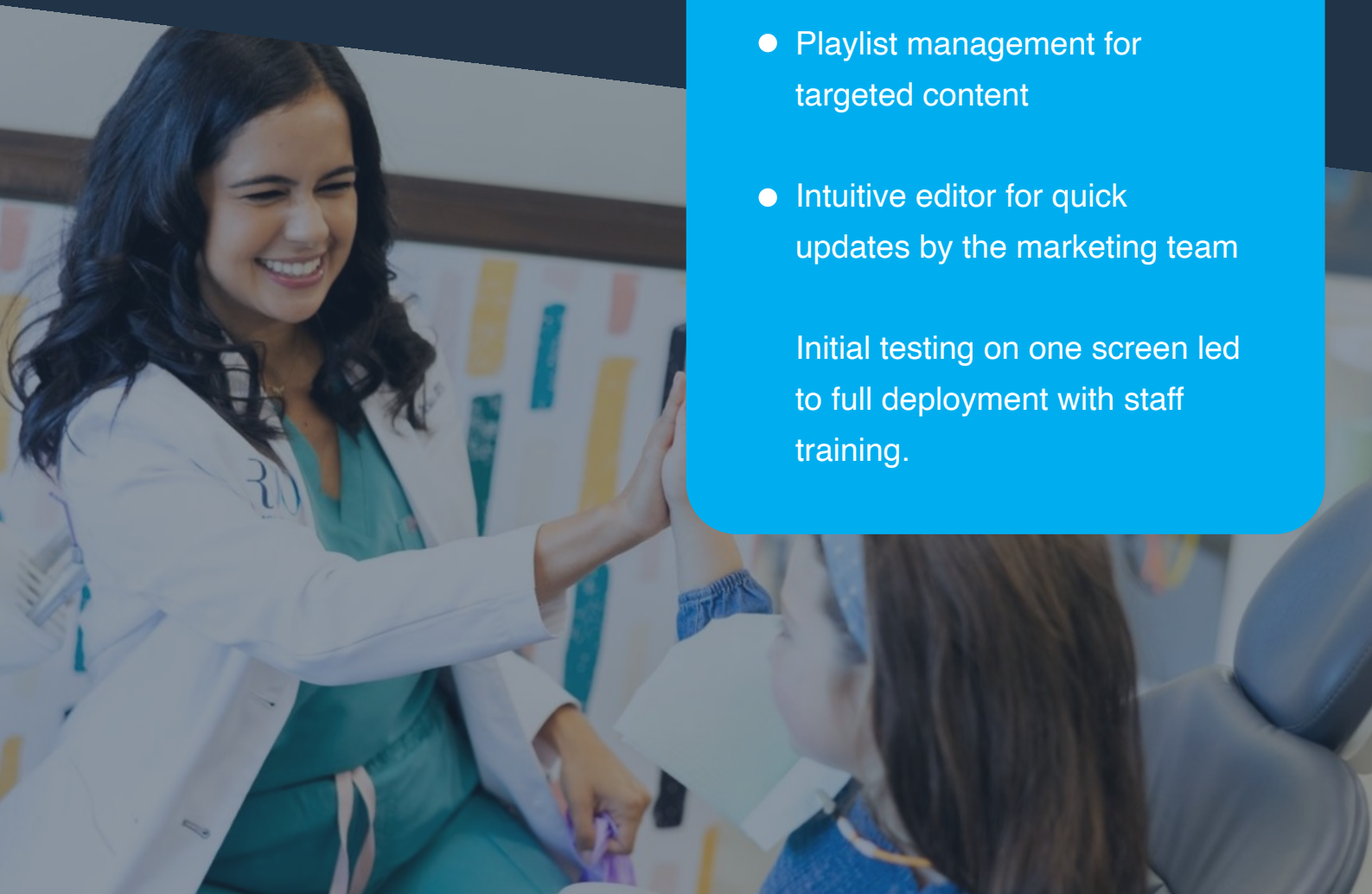
The Solution

Rolled out Play Digital Signage across all 16 locations starting in 2020, using affordable Google Chromecast with Google TV players (selected via Play's "Find a Player" guide).

Key features utilized:

- Scheduling for events and timed messages
- Playlist management for targeted content
- Intuitive editor for quick updates by the marketing team

Initial testing on one screen led to full deployment with staff training.



Virginia Family Dentistry

Dental Care | 16 Locations in Richmond, Virginia

Results & Benefits

- Replaced outdated posters with dynamic, engaging displays
- Streamlined content scheduling, saving significant time
- Enabled rapid communication during COVID-19 and beyond
- Affordable and flexible solution tailored to multi-location needs
- Strong synergy with real human customer support

Outcome

Play empowered Virginia Family Dentistry to modernize patient and staff communication affordably and efficiently—delivering flexibility, time savings, and seamless multi-location management.

“I think Play Digital Signage as a provider have a really good product... Customer service is great. I'm glad it's real people to talk to. Play has a great synergy.”



Virginia Family Dentistry
A TEAM APPROACH TO DENTAL CARE



Play covers all our needs and provides great flexibility! The scheduling feature has proven to be a significant time-saver, streamlining our content management process and enhancing overall efficiency.

Janella Baanante, Marketing Manager