



Audience™

Audience™ for

Municipalities & Government

Enterprise Digital Signage: Municipalities & Government

OVERVIEW:

Digital Signage can be a cost-effective tool in the communications strategy of both large and small Municipalities and Government Agencies to provide accurate, effective and timely communications. Digital Signage is unique in its capability to create a centrally managed communications solution that both serves broader communication needs and provides the ability to reflect the unique messaging needs at each screen installation.

By deploying a single, unified digital signage network, government organizations have the ability to manage both public facing messages and employee communication networks through a single familiar interface.

Digital Signage, when properly deployed, provides an opportunity to efficiently and consistently manage communications across the wide variety of municipal service departments.

There are many opportunities within municipalities and government organizations to use digital signage and some examples of the most common are provided below:

Civic Centers	Arenas	Recreation / Fitness Centre
Libraries	Museums	Fire Stations
Police Stations	EMS Stations	Outdoor Billboards
Performance Centers	Pools	Room schedule displays

The Audience™ platform is ideally suited for all these environments as it has many different modules for content presentation:

- Multiple playback engines to support deployments of all scale ranging from simple text & image based presentations to large video wall multimedia presentations.
- Meeting room signage module, Audience.calendar™, can be used for both meeting rooms in civic buildings & community centers, or recreation facility event booking displays – so your visitors can easily see when and where they are to be.
- Audience.billboard™ – user friendly content input and management interface. Information stakeholders can be permissioned to update content only within their facility – or be granted city-wide access for corporate or emergency notifications.
- Repurpose Social Media content and automate content from other data sources for screens that are always up to date.
- Mass-Notification – use the digital signage screens as part of emergency/priority messaging plan.
- Support for SoC (software on chip) screens (integrated media player) which reduces cabling, installation costs and reduces electricity use as there is one device to plug in.

Helpful Audience™ Features

SCHEDULING

Using priority based scheduling allows the customer to efficiently accommodate special event, seasonal or ‘on-the-fly’ messages – without affecting the everyday presentation – by adding messages to separate playlists that interrupt the presentation according to a schedule.

With the advanced scheduling capabilities and plug-ins available, contributors can create completely customized schedules for content based on time of day, day of week, and more. Scheduling content in advance with set expiration dates ensures information does not go out earlier than desired or stay up longer than relevant.

COMMAND AND CONTROL

Sometimes, situations call for urgent dissemination of information. With Audience.control, corporate communications and emergency preparedness teams can have the ability to quickly take over digital signage across all city facilities with timely, higher priority information. This can be used to communicate severe weather alerts, closures, amber alerts, urgent news stories, and more – when speed of dissemination of consistent and accurate information is key.

ADDITIONALLY

The Audience platform offers:

- ✓ Networking of multiple locations – with remote monitoring capabilities
- ✓ Interactive presentations – support for touch screen and NFC (Near Field Communication) to mobile devices to create further engagement
- ✓ Emergency notifications
- ✓ On-demand content playback
- ✓ Timely (real-time) presentation of information
- ✓ Easily changed / updated to ensure accuracy
- ✓ Speak directly / uniquely to constituents using services and facilities
- ✓ Raise awareness / maximize exposure of other communications efforts (social media, video productions etc.
- ✓ Support for both enterprise on premise or cloud-based hosted implementations
- ✓ Scalable network architecture that allows clients to grow in both number of media players and complexity of use.
- ✓ Advanced data automation capabilities to reduces manual content entry/management
- ✓ 3 years of warranty and best-in-industry 24/7 technical support at no additional charge

Reference Gallery

The City of Medicine Hat - Recreation Services

INDOOR SOCCER LEAGUE

Play the number one sport in Canada at the Family Leisure Centre's all-new Indoor Fieldhouse!

Register today at Customer Service or online at medicinehat.ca/ParksAndRec

Time	Event	Facility	Service
12:00pm-1:15pm	Dodgeball	Gymnasium Quad 2	Drop in Gymnasium
1:00pm-3:30pm	Norfolk Cando Coop	Scoutroom 2	Private Rental
1:30pm-2:30pm	Basketball	Gymnasium Quad 2	Drop in Gymnasium
2:30pm-3:30pm	Junior Softball	Gymnasium Quad 1	Drop in Gymnasium
3:00pm-4:00pm	T&T Association	Scoutroom 1	Private Rental
4:00-5:30pm	Advanced Yoga	Multi Purpose Studio 1	Group Fitness

Summer Swim Registration ON NOW!
Only 2 spots remaining in **Thursday Starfish** - Register Today!

21°C Saturday, June 25
Partly Cloudy 11:49am

The Family Leisure Center has deployed a number of Audience for Android playback units within their facility. The screen shown displays the day's scheduled activities, which are automated from their facility management platform and presented as XML data. A logo zone above is provided for a monthly sponsor to allow the center to generate revenue for offsetting costs.

The City of Greater Sudbury

Welcome to the Chelmsford Arena
Tuesday, March 15, 2016 4:30 PM

Team 1	Room	Time	Team 2	Room
NCHA	1	9:00 am	VEHMA	3
VEHMA	2	10:00 am	NCHA	4
French River Rapids	2	12:00 pm	Rayside-Balfour Canadians	4

City Arenas
Hockey, shinny, figure skating and relaxed recreational skating are a tradition in Northern Ontario. The City of Greater Sudbury operates 14 municipal arenas for the health and enjoyment of all residents. Learn more about public skating programs -- including parents and tots programs and free holiday skating -- as well as directions to each municipal arena.

City Arenas
Did you know? 57% of the population of Chelmsford considers French as their mother tongue. #RVFranco @RVFrancophone

Arenas

Fire SERVICES NEWS
Tuesday, March 15, 2016 4:30 PM

Fire Services
The Fire Services Division is comprised of career and volunteer fire fighters dedicated to delivering fire protection services through the City of Greater Sudbury. There are approximately 107 career staff and 350 volunteer fire fighters that respond to about 4,600 emergency responses per year.

Twitter Feed:
@GreaterSudbury Did you know? 57% of the population of Chelmsford considers French as their mother tongue. #RVFranco @RVFrancophone

No Garbage pick up Friday March 25 for Good Friday Holiday

Fire Services

PARAMEDIC SERVICES NEWS
Tuesday, March 15, 2016 4:30 PM

Emergency Medical Services
The EMS Division also ensures that service delivery standards are in accordance with all legislative, policies and procedures at the municipal, provincial and federal levels and provides continuous public and professional educational programs that maintain legislative and regulatory requirements as well as advance awareness and scope of Emergency Medical Services.

Twitter Feed:
@GreaterSudbury Did you know? 57% of the population of Chelmsford considers French as their mother tongue. #RVFranco @RVFrancophone

No Garbage pick up Friday March 25 for Good Friday Holiday

EMS Services

The City of Greater Sudbury has deployed a network of Audience for Android devices across the city in various buildings such as civic centers, arenas, fitness centers, fire stations, EMS depots, and transit stations. Each department is able to control their unique content without affecting that of another group. City IT staff support and manage one network architecture, and corporate communications teams have the ability to quickly disseminate information across all city buildings if needed. Automation of city Twitter feeds across most screens provides another avenue for consistency in messaging.

Toronto Transit Commission



The TTC has deployed Audience playback devices in employee areas across the city to communicate with staff who do not have assigned computing devices and may be out on the road most of the day. Screens communicate employee news & company initiatives while keeping staff up to date on service disruptions and daily customer satisfaction metrics. Using compare plug-ins, when metrics are met or exceeded, that content is celebrated in the larger content zone.

Peel Regional Police



The Peel Regional Police have a similar challenge, where employees may not have assigned computing devices and may be out on the road. A unique aspect of this deployment is the injection of employee health and safety messaging based on weather conditions. If temperatures reach “x” degrees, staff can be reminded to stay hydrated on patrol. If weather conditions include rain or snow, relevant ‘drive carefully’ safety messaging can be automatically displayed.