



# Case Study



## Smart Dynamic Wayfinding Signage

### The customer – King William I College

King William I College is part of the progressive Regional Educational Center for secondary vocational education operating in the middle of the Netherlands. With 6 locations including 2 big campus sites in the 's Hertogenbosch region, King William I College offers about 200 different educational programs to nearly 13,000 students. To serve that amount of students a total of about 1,500 people work at this leading educational institution.

### The Scope

Over the years the number of students and staff, courses and classrooms has increased enormously. It became a huge and time consuming challenge

for King William I College to direct those thousands of students, personnel and visitors at the right moment to the right location with traditional static signs.

Nevertheless, making sure students and staff would make it on time in the correct classrooms without getting lost on the campus sites was of utmost importance. So they were looking to replace their outdated wayfinding signage with a contemporary solution that would guide everybody on the premises as fast and as effective possible to their destination.

Crucial was the ability to have a fully automated system that would require minimal update and maintenance effort. Furthermore, it had to be dynamic to be prepared for sudden location changes or other situations

## Education



Wayfinding



Outdoor Communication



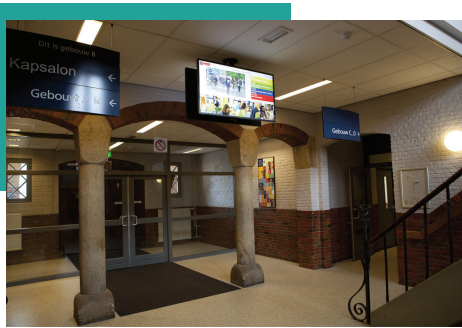
Passenger Information

that required a fast turn-around of information.

## The Solution

After profound research the college institution found out that digital signage would offer the solution they were looking for. They selected BIS, Dutch digital signage specialist, to deploy this great assignment. The software that drives this entire system is PADS4 digital signage software, developed by NDS.

With PADS4, the department of Communication can easily manage the content on the displays for the multiple locations, college rooms and lecture halls. The corresponding wayfinding details, such as direction signs and symbols are also managed by the same solution.



It's an easy, fast and secure solution to control their dynamic wayfinding system remotely from any location.

The digital screens not only provide navigation information. They show all sorts of other useful information, beneficial to students and staff. BIS has created a multifunctional and dynamic digital information system, that also includes college announcements, local weather updates, traffic info and public transportation passenger information.



In the college buildings you can find 32 indoor LCD/LED screens, positioned at strategic locations. BIS also improved the outdoor navigation on the campus. They have placed no less than 8 outdoor LCD screens in conditioned weatherproof cases on several parking lots in the vicinity of the main building.



## The Result

With PADS4 digital signage software King William I College has a smart dynamic wayfinding solution that has more than exceeded their expectations. It's fully automated, user-friendly and the people responsible for managing the system have remote access to all displays campus wide.

*"With PADS4 digital signage software we have a dynamic wayfinding solution that is fully automated, user-friendly and can be managed from one location"*

## King William 1 College

Because PADS4 is very flexible, it's easy to act immediately in case of ad-hoc changes. And adding new locations to navigate to, is also effortless. Although providing dynamic wayfinding on the college premises was key, BIS delivered a system that can drive any type of digital communication.

Every day thousands of students, staff and visitors now find their destination on the King William I College premises with the greatest of ease. Also, they simultaneously get the latest updates

about the college, weather, traffic and public transportation, presented in an appealing design.

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