



# Case Study



## Smart Convention Centre Signage

### The Customer

Melbourne Convention and Exhibition Centre (MCEC) is one of the world's largest and most versatile combined convention and exhibition facilities. MCEC connects organizations with everything they need for a successful event. This includes amazing spaces, leading technology, creative food and wine and staff with the skills and experience to bring it all together.

MCEC is owned by the Victorian State Government and managed by Melbourne Convention and Exhibition Trust.

### The Scope

Since 2009 MCEC has been using PADS4 software to power their

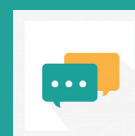
in-house Digital Signage System to serve their customers.

In 2013 their equipment reached the end of its planned lifecycle. This provided the ideal opportunity to upgrade to the latest PADS4 software and extend the features of the system.

With events changing on a daily basis and having different exhibitions coincide in the same building on the same day MCEC needed a dynamic and flexible solution to facilitate a quick response time and minimal administration to update their customer's event details even minutes before an event starts.

Introducing social media support into the Digital Signage System provided an ideal solution to their customer's challenge of integrating a social media

## Hospitality



Social media



Outdoor Communication



Wayfinding

presence into their events. Given the growing popularity of social media this introduction was timely and has been very well received by MCEC's customers.



## The Solution

The MCEC's Digital Signage System was re-designed and deployed almost entirely in-house to be versatile, responsive and efficient in its delivery.

The key reason for selecting the PADS4 software of NDS has been that the majority of content displayed by the system needed to be delivered fully automated by multiple data feeds. The data is received on a real-time basis from internal information systems as well as external data sources.

The power of PADS4 is that it enables the system to receive relevant data from these feeds and can automatically determine which content to display based on sophisticated predefined rule-sets.

*"The automated data feeds created with the PADS4 software have provided significant improvements in terms of efficiency and consistency of our Digital Signage System"*

## Michael Walsh, Director of Technology Operations at MCEC

Most of MCEC's wayfinding information and meeting room door signs are entered into the core internal business system by the event

planning team and updated during events by customer service as required. Given the design of the system, neither of these employees requires any specific digital signage skills.

For complex event requirements, the system can provide direct control to their customers of their allocated signage through browser based applications (developed in-house) that can control the data feeds displayed on the Digital Signage System.

In addition to controlling data feeds event specific Twitter feeds can be managed from a tablet and displayed on multiple screens throughout the venue.

This digital signage solution includes 110 displays placed throughout the entire convention centre and supports a wide variety of display communication such as meeting room door signs, wayfinding, outdoor communication, internal communication and social media. The system is used by every event held at the MCEC (in excess of 1100 events per year), and runs 50 weeks of the year.



## The Result

The results of the new Digital Signage System have been significant, providing a state-of-the-art, flexible signage solution for customers.

The new system is highly reliable and resilient and provides multiple levels of redundancy, which is crucial in a customer facing and time sensitive environment.

The PADS4 software really shines in this Smart Convention Centre Signage

solution. In comparison with preparation of manual signage data for each event or day, the automated data feeds have provided significant improvements in terms of efficiency and consistency. It has largely eliminated the level of human involvement, reducing the high risk of human error.

The customer feedback from tablet controlled signage and Twitter feeds have both been very positive, mentioning that it is very simple to use and much easier than utilizing MCEC employees at short notice.



The challenge MCEC had previously with customer controlled features is that they would have been constrained to a desk by a computer or laptop. Now, with the introduction of tablet computing and the upgrades made to the MCEC's wireless network, they were able to change this approach to a mobile one, making the ideas far more practical.

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