

Handelskolen Sjælland Syd

Danish Business School Uses Digital Displays to Communicate Efficiently With Students and Visitors

Handelskolen Sjælland Syd, located in Næstved and Vordingborg in Denmark, offers a business curriculum to prepare young people for either a career or a university education. The school provides several shorter and advanced studies for both young and adult students, and it also offers a different kind of course for companies, organizations and institutions.

Handelskolen Sjælland Syd realized a growing need to communicate information and activities more quickly to students and visitors. The school also wanted to be perceived as modern and innovative.

The Solution

To help Handelskolen Sjælland Syd communicate more effectively to various audiences, Scala Certified Partner Calamus installed a network of 25 digital information displays between the Næstved and Vordingborg campuses to welcome guests and broadcast important school information, news and the current day's events.

Scala drives the digital network, and administrators can use Scala 5 software to program what kind of information the displays show. They can schedule general information to be

broadcast to several screens at once, or they can program content and send it to specific screens. For example, Scala ensures standard school information is always displayed on screens in the school's entrances, stairwells and hallways. It can also send different information to the digital menuboard in the cafeteria, which changes day to day.

Calamus developed a script for Handelskolen Sjælland Syd, which automatically gets data from an existing computer-based activity calendar. That means employees do not have to update that information manually anymore. This content is shown on four screens in the entrance area so that visitors get relevant information the minute they walk through the door.

"There are several reasons why we chose Scala. It is very useful for us to have different kinds of administrative privileges, with different editing rights. First and foremost, we love the ability to make our own templates, and it is very easy to update these," said Morten Jørgensen, IT Administrator at Handelskolen Sjælland Syd. "Now we are able to log in to the system anywhere in the world, as long as we have an Internet connection, and update the content. It is flexible and easy."



Handelskolen Sjælland Syd

Jørgensen added that Handelskolen Sjælland Syd is very satisfied with their choice of Scala Certified Partner Calamus. "Calamus has met all of our needs regarding the request to integrate the news and the event calendar into the system. Their support function is also excellent."

Calamus also made a deal with TV2 for a special edited version of the news. Students and visitors can watch the latest news on the screens and stay updated. The content is taken directly from TV2's server and all violent scenes are edited away so no one will be offended by it.

The Benefit

Handelskolen Sjælland Syd has already received positive feedback about the information displays. The screens are attention-grabbing, and the students are receiving the messages.

Automating content has given the school several benefits. Handelskolen Sjælland Syd is saving time, and now they are able to trust the system and be sure that it's showing the updated information.

"We are also very satisfied with the combination of different kinds of information in one screen," Jørgensen said. "We get the essential message out there, but we are also able to combine it with some add-on information such as the news. Our information displays have raised our overall impression and look very professional."

About Scala

Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions. Scala is the world's first connected



signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks. The company's digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more. Advertising management customers include CBS Outdoor, Clear Channel Outdoor and Magic Media, among others. Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan, as well as more than 450 partners in more than 60 countries. More information is available at www.scala.com.