

## Messaging: Beyond the Bulletin Board

# Educational facilities are turning to visual messaging as a more efficient and effective alternative to bulletin board postings

As far back as anyone can remember, educational facilities have posted current events and schedules on a traditional bulletin board in a lobby or department office for all to see. And what was the dynamic means of grabbing the viewer's attention? Typically, it was a very decorative (yet highly ineffective) corrugated cardboard pattern border on the bulletin board — a board which had been crowded with printouts of Microsoft MSWord™ or PowerPoint™ documents, plus the occasional handwritten notice. Today, as the price of flat panel monitors continues to plummet, a more effective means of communication has come into view.

A growing trend in the university community is to display messages, schedules and other important communications on attention-grabbing flat panel televisions. At first glance, providing content for these screens may seem daunting. However, network audio/video players such as Denon Professional's DN-V755 are easily programmed and highly effective. This opens the door to a transition away from the static bulletin board as a reliable means of disseminating up-to-date university or departmental information.



Traditionally, designing and posting important departmental communications were duties assigned to a content manager — usually a department secretary or administrative assistant. A user-friendly video display system like the DN-V755 requires no change or update to their content creation processes. Schedules, bulletins and other information can still be created as PPT slides, but rather than printing them out and tacking them to the board, they are simply saved as JPEG files — a simple menu selection within PowerPoint™. After that has been completed, the desired content is easily transferred to the DN-V755 as JPEG files, just by dragging and dropping them into a specific folder.

Programming the display of files is just as easy. The content manager views the files available on the DN-V755 from the same PC or Mac used to create them. Then, using any typical Web browser, each content page is scheduled to display as desired. Content can be played in a

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repeating loop, at specified times, or a combination of the two. Additional multimedia content — including audio files and MPEG video files — is accommodated just as easily. Adding video content from the campus TV station, highlights from the athletics department, or even ads and promotional announcements can transform the old department “bulletin board” into a full-featured informational network.

Designed with the end-user in mind, the DN-V755 utilizes several common computer technologies, which allow not only the management of content but also the creation of schedules or playlists to deploy said content, in loops or at user-specified times. All of these tasks have been designed to be extremely easy to accomplish using existing resources. Once installed, there is virtually no learning curve, while the benefits in effective communication are considerable. Simply put, the DN-V755 is the easiest visual messaging appliance available.