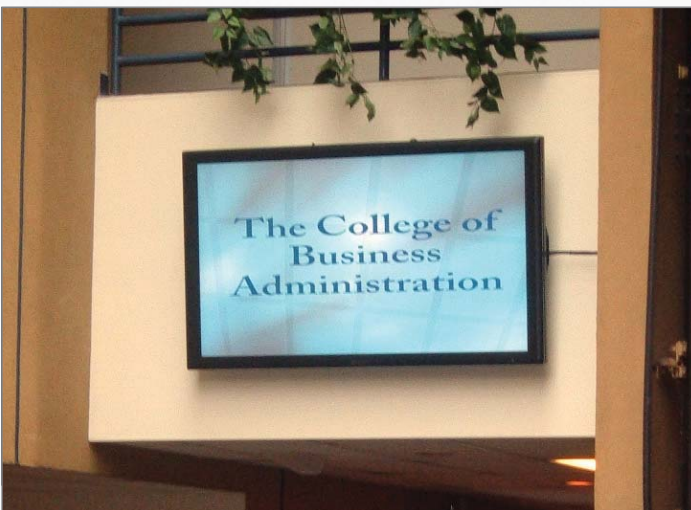


UNIVERSITY OF AKRON, OH

Using Digital Signage to Unify On-Campus Communications and Marketing



Basic Stats:

Client: University of Akron, OH

Type of Client: Public Spaces / University

Project Details:

The University of Akron was founded in 1870 when doors first opened to a mere 46 students and seven faculty members. Today nearly 20,000 students are enrolled, and the campus consists of 87 buildings across 222 acres. That kind of growth is what every organization hopes for and works toward, but it also comes at a price. The bigger and more far-reaching your organization, the harder it can be to maintain tight, across-the-board communications.

The Challenge

The University of Akron wanted to more effectively communicate and update their campus messages to meet the goals of a variety of university stakeholders. They needed to communicate and market across a variety of brand types, from convenience stores to retail and foodservice locations to general on-campus environments.

The Solution

In April 2006, the University of Akron turned to Wireless Ronin Technologies to design and deploy a digital signage network to meet their emerging communication and marketing needs.

"We were looking for a cost-effective marketing tool that we would have control of and could offer to share with other departments on campus," said Edward Peel, computer support assistant for the university. "Our first application was to use three digital signs in a food service area as a menu board, and we had three other screens in DVD rental and sales stores, to promote different specials as well as inform customers of new releases."

As of June 2008, 35 screens have been deployed around the campus. The screens are a mix of hardware from NEC, Sharp and LG. In addition to retail and foodservice operations, screens are used in a classroom environment in the Finance Sales Lab. The Wireless Ronin RoninCast® software allows for easy integration of RSS feeds. In this case, that feature is used to deliver real-time stock prices to the classroom.

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Peel said the key factor in the university's choice of RoninCast® was its scalability. They were able to start small in foodservice, gradually grow into retail environments and then tackle full-on campus integration. New screens are added every few months.

Wireless Ronin not only provided the hardware and software for the project, but also offered consultation on the creative content. The company installed all aspects of the network, trained the university staff and set up a maintenance plan that ensures the screens and the software will continue meeting university needs long into the future.

The Result

"With RoninCast® digital signage, the U of A is able to meet the communication needs of stakeholders in a variety of campus areas and departments with a consistent program that reduces campus clutter of printed messages and bulletin board postings," said Scott Koller, executive vice president of sales and project management for Wireless Ronin.

Perhaps most importantly, the network combines power with ease-of-use that leaves the university's staff in control.

"We now have a powerful marketing tool - one that we can manage," said Peel.

About Wireless Ronin Technologies, Inc.

Wireless Ronin Technologies, Inc. (www.wirelessronin.com) is the developer of RoninCast®, a complete digital signage software solution designed to address the evolving digital signage marketplace. RoninCast® digital signage software provides clients with the ability to manage a digital signage network from one central location. The software suite allows for customized distribution with network management, playlist creation and scheduling, and database integration. An array of services is offered by Wireless Ronin to support RoninCast® digital signage software, including consulting, creative development, project management, installation, hosting and training. The company's common stock is traded on the NASDAQ Global Market under the symbol "RNIN".



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