

Case Study

Carillion Plc



Project: Digital Signage Solution



Project Overview

Carillion Construction required a relatively small but sophisticated and flexible digital signage solution, that would allow them to show a variety of different media on all, or different screens throughout various complexes.



LOCATIONS

Perry Barr, Birmingham, West Midlands,
Cannock, Staffordshire



DATE

June 2012 / September 2013



PHOENIX STATUS

Carillion Accredited Sub-Contractor



NET VALUE

£29,138.00



MAIN EQUIPMENT

- Samsung MX range monitors with SIM-NT inserts running MagicInfo software.

We may be small, but we make a big impact

Carillion Construction were the main contractor for the new M6 widening and expansion project. Consequently, they had set up a number of administrative hubs along the length of the project at different locations to provide central locations for meeting rooms, administration, planning and general facilities.

Two such locations were Perry Bar (set up Mid 2012 and Cannock towards the end of 2013).

Design Solution

Each centre required a signage solution that would allow a central controller to display various messages and information in different rooms. The controller would need to update the information for the possibility for different screens to show different pieces of information.



After assessing the brief and requirements, the fact that this was to be a new signage project for Carillion and that the screen requirements were for different sizes, Phoenix AV decided on Samsung as being the best solution.

Samsung's MagicInfo Digital Signage solution offered a number of advantages which was key in its selection. The screens themselves were known to be amongst the best available offering a wide range of dimensions and capabilities such as 24/7 operability. Furthermore, Samsung also had their own highly flexible and functional digital signage software called MagicInfo. With the addition of Samsung SIM-NT box connected to the rear of each screen, they allowed for each screen to be controlled from a central networked operator.

A total of 5 screens were installed, 2 x 40" SM400MX-3 with SIM-NT inserts and 3 x 32" SM320MXn at the Perry Bar site, the larger screens being placed in the main reception and foyer areas whilst the smaller screens were installed in the open plan office area. At the Cannock site which was completed several months later, an additional 4 screens were installed along with office and meeting facilities.



At the end of each installation phase, a training session was provided to the selected staff members, allowing them to design and create digital signage templates, considering a variety of material and media ranging from images, presentations, video clips, web browsers and RSS feeds. These could be sent to individual or collective screens and scheduled for automatic changes as and when required.

Client Testimonial

“Phoenix AV provided their usual excellent service, ensuring the screens were installed with minimum disruption to the office.

They provided immediate follow up training and services and continue to ensure we are properly looked after.”