

Press Release

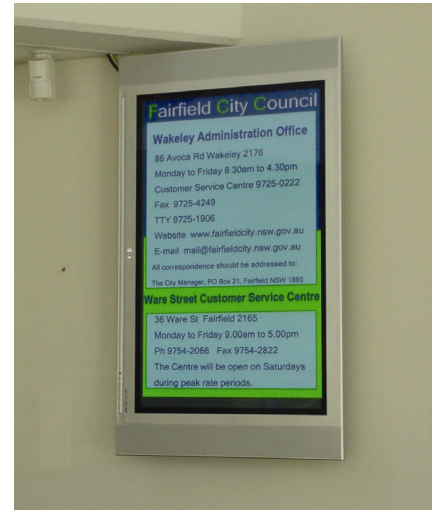
Fairfield Council Case Study- Digital Signage

28th August 2005

Improving Customer Service with Digital Signage



Two screens located behind the service counter



Screen now replacing the pre-existing Meeting Board

Fairfield Council NSW has recently installed a digital signage system in the main foyer of their Avoca Rd Administration Centre. The system from Milestone Solutions P/L consists of three 42" plasma screen installed vertically. Two of the screens are located behind the customer service counter, while the third has been used to replace the pre-existing meeting board.

Anita Winter, the council's customer liaison officer, said, " The system has many advantages for us, the screens were easy to position in strategic locations to reach our customers.

It eliminates the need for static displays, additional signage and display boards.

It provides us with an opportunity to co-ordinate the activities in the foyer in a structured way.

It also allows us to advertise and promote Council's services and initiatives in a format that is innovative and professional.

It entertains our customers while they are waiting in the queue.

It allows us flexibility to change our media information as needed

It saves in printing costs by not having a multitude of brochures

It reaches our multi-cultural community better than a multitude of multi lingual brochures and it is also easier to get the message across by visual display"

"One of the major features of the Milestone digital signage system is the palm size PC based media player," says Lawrence Buccioli, director of Milestone Solutions. "Each screen is connected to its own media player which independently delivers the content being displayed on that screen."

In Fairfield council's case, because they wanted the same content on two screens (the ones behind the service counter) one media player was shared between them, with the second media player servicing only the meeting board screen.

Changing and scheduling the content is made easy by the management software, which can be installed on any standard office PC. The content of each media player can be previewed and scheduled by the minute, with complete control over sequencing and repetition. The scheduling feature is particularly good because it means you can load content weeks in advance and the system will take care of displaying it only at the appropriate times. This is great for remote locations.

Winter said, "we chose the Milestone system because it was more flexible than other software packages we evaluated and is compatible with our current technology."

Being able to play most popular multimedia file formats, including MPEG 1/2/4, FLASH, JPEG and PowerPoint, in any combination means that content need not be highly produced to have an effective display - this is a very real cost saving. Fairfield Council for instance uses a mixture of photo's (JPEG) and images created in Adobe Photoshop to create their content. Some of the current content includes information on baby vaccinations, road safety around school zones, pet micro chipping and general council contact information.

Buccioli says, "As the system will work both as part of a normal office network or wirelessly, it has many applications within chambers, libraries, healthcare facilities, in fact wherever there is currently static signage. The flexibility of display size and type means the screens can be deployed pretty much anywhere. Screens can be as small as few centimetres to as large as a few metres, plus you can choose from LCD, Plasma, rear and front projection depending on requirements. A recent example, British Telecom located 15 LCD screens on the sides of their telephone booths in central London with community service advertising including missing persons notification."

We're really looking forward to working with all areas of local government to come up with ways to assist them with their digital signage needs and help them reach their customers more effectively.

For more information on Milestone Digital Signage contact Milestone Solutions Pty Limited on 02 9889 7666 or visit www.milestone.com.au