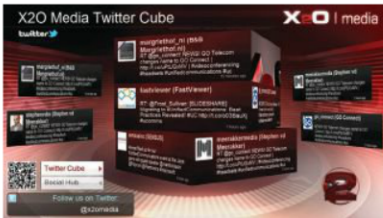


#DIGITAL SIGNAGE

A New Way to Work: Leveraging the Digital Workplace via Visual Communications

As the traditional office space is quickly transforming, digital signage must evolve to accommodate the demand for internal communications and collaboration throughout a new, digital workplace. For integrators, this creates the need to reshape the way they plan, integrate and install visual communications solutions in order to align their services with the trends of today's connected workplaces. A profusion of personal devices, new collaboration tools, and any-screen communications are turning organizations into digital workplaces where staff members can more effectively interact.



A robust digital signage content platform, like that provided by X20 Media, can be used to improve workplace efficiencies and interaction.

Catalyzed by enterprise visual communications platforms that can connect workforces across the globe, bring real-time collaboration directly to desktops, and create instant virtual workspaces, organizations are able to provide more personalized content, improve decision-making, and break through the clutter of content delivery. Integrators must look beyond simply installing hardware, connecting AV and IT to bring all the possibilities of a fast-paced, connected workplace together.

One approach to consider is for integrators to take a visual, channel-based approach, which turns media-rich content into dynamic visual communications. The concept of channels is borrowed from the world of television where there are many channels each catering to different audiences. In the enterprise, channels allow companies to focus on certain topics of interest

to different departments, making engagement with employees more likely. These can include, for instance, human resources channels broadcasting new workplace policies, wellness information, or upcoming company events. Channels can also focus on information that is external to the enterprise, such as industry news and financial market indices, providing further context to the information being presented. Channels don't need to be restricted to traditional digital signage displays — visual communications channels can be extended to video walls, desktops, and especially mobile devices.

Business intelligence dashboards have also become popular for enterprise visual communications deployments. Designed to better organize and present Big Data, dashboards collect information from internal and external sources and dynamically present data to decision-makers using graphics such as tickers, maps and charts. Combining internal data sources and external information sources provides context to the data, enabling faster and more informed decision-making.

Dashboards can be created for executives, division managers, and all the way down to teams within departments, providing a friendlier and more effective way to monitor key performance indicators. To support the need for employees to work anytime, anywhere, organizations can also display dashboards on desktops and mobile phones, and even share them with remote workers across the globe. By bypassing traditional office communication methods, which employees are often overloaded with, management is able to establish an uninterrupted communications channel with employees.

By looking at the digital workplace's requirements as spokes on a wheel rather than static installations, integrators can easily participate in the provision of new enterprise visual communications solutions by simply adding new "spokes" as different collaboration needs arise. This new visual communications ecosystem is creating a wide range of opportunities for the integrator community, provided they focus on supporting organizations to enhance their productivity, meet specific business objectives, and more effectively engage their workforce.

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#KVM EXTENSION

Reliability Ensured in New Zealand's Power Center

Transpower New Zealand is the country's national control center, operating the national grid power system 24 hours a day, seven days a week. The electric facility recently upgraded its 24/7 control room to simplify computer hardware, maintenance and replacement so that any PC upkeep does not disturb the regular workings of the center.



Matrox Extio KVM extenders and expanders have super-charged the efficiencies of operations in New Zealand's Transpower control center.

The goal was to isolate desktop computers in a separate location from the operators' desks. Computer data — as well as keyboard, video and mouse (KVM) signals — would have to be transmitted from longer, varying distances from multiple displays to the control center desks.

While cabling and multi-display support were important considerations, system reliability and performance were especially crucial as the control center is responsible for power throughout New Zealand and is under operation at all times.

The winning solution had to extend computer data long distances as well as minimize the amount of cabling and complexity of the system. A technology partner, WestconGroup, suggested Matrox Extio F2408 fiber-optic KVM extenders and expanders.

"Our main goal was to be able to house desktop PCs in a secure environment, physically separated from the end users and monitors," says Andy Marsh, project manager at Transpower New Zealand. "This avoids the need to undertake system maintenance directly on or under operator desks, simplifying PC hardware replacement and other tasks."